

PRINTER'S INK

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXI.

NEW YORK, DECEMBER 1, 1897.

No. 9.



**Pennsylvania,
New Jersey,
Delaware,
Maryland,
Virginia,
West Virginia.**

These States comprise the territory wherein

THE PHILADELPHIA RECORD

is strongest. In most of them its circulation exceeds any local paper of the neighborhood in question, and both the news columns and the advertising columns are read through and through.

This field, however, is only secondary in importance to that covered by THE RECORD in Philadelphia, the City of Homes.

There every advertiser of importance recognizes the fact by using its columns. For rates address

THE RECORD PUBLISHING CO.
Philadelphia.

Average Circulation in 1896: Daily Edition, 170,402; Sunday Edition, 124,234.

PRINTERS' INK.



The Home Paper...

Nothing takes its place. There is no substitute and there never will be. It is unique and original, holding in its firm grasp all the people in town. The paper and the people are inseparable. Their interests are mutual, and they both know it. The only practical way of attracting these people is through the local paper.

The 1,800 local papers of the Atlantic Coast Lists in the New England, Middle and Atlantic Slope States reach a million families weekly.
Our catalogue tells all about it.

ATLANTIC COAST LISTS, 134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 28, 1892.

Vol. XXI.

NEW YORK, DECEMBER 1, 1897.

No. 8.

WITH ENGLISH ADVERTISERS.

Perhaps it may be interesting to mention briefly a scheme of advertising, or rather a feature in such a scheme, which certain firms have used rather extensively here for a few years past, though not many people have, hitherto shown a disposition to follow them. I allude to the paid book plan.

The scheme is to get up a book or a series of books of some kind, carrying advertisements, but containing matter of one sort or another that the public is expected to be willing to pay for. Commonly, people who buy these books receive pretty liberal value for their money, supposing that they want the sort of thing the books contain; and to fix matters so that they *shall* want it is the art of the man who gets the book up, the same as it is the art of any other man who gets up books. The public, recognizing that advertising is at the bottom of it, expects a good deal for the money.

Well, the book having been gotten up, the next thing is to get it out, and it must be put out in considerable numbers, otherwise it won't pay; for a low price of production connotes a large edition. There are two ways, and (so far as I know) two only in practice, by which the distribution can be arranged. You may arrange with some house supplying street hawkers (*videlicet*, peddlers) to sell the books to them for you (in which case you will only get about fifty to sixty-five per cent on the price paid by the public); or you may advertise your book or series in the newspapers (in which case you will have not only the cost of the advertisements to disburse, but also the cost of conveying the book to the public, unless you can get the public to pay that too), so that the choice between the two schemes is about as broad as it is long.

The firms who have been about the most conspicuous in this kind of adver-

tising are the Mazawattee Tea Company, the Messrs. Pears (Soap), Mr. Beecham (Pills) and Mr. Holloway (Pills). Most likely when this is printed I shall get an indignant letter from some one else who has done it, and whose scheme I had overlooked, haven't heard of, or have forgotten. In anticipation of such complaints I apologize now; and no further apologies will be issued.

**

The Mazawattee Company has put out some very nice little books, notably a pocket atlas, and a dictionary, both bound in cloth, and (I would say) costing on even a large edition much more than the two cents charged for them. These were distributed, I think, chiefly or entirely on the street-selling plan. The same company supplies grocers with very nice leather-bound books, interleaved with blotting paper, for their customers' weekly accounts. It may not be understood in America, that here the tradesmen you deal with usually make up your bills weekly in a little book, and send it in for payment the same as an invoice, receipting the book when you pay, and taking it back at the end of the week, to make it up afresh. Well, the Mazawattee people put out to grocers suitable books for the purpose, and block the grocer's name in gold on the cover. This, however, is a scheme of a different sort to the one I set out to consider.

**

A. & F. Pears get out a Christmas number, on the same scale as any of the big illustrated weekly papers, and sell it the same as the latter, through book stalls, at the same price, namely 25 cents. But this is virtually an extension into publishing, because Messrs. Pears (or rather Mr. Barratt, the active partner) take ads from other people, at high prices, for this Christmas number, though I suspect they would decline a soap advertisement. The same house publishes a large

blotting book, containing several sheets of excellent blotting paper, as well as a vocabulary, postal information, and some other copy.

Mr. Beecham has been at the game a long while. He published a long series of song books—Beecham's Music Portfolio—with a cover design of quite unique hideousness. Latterly he has produced a large number of small picture books, each containing a considerable number of half tones, of views taken in different localities, so that it is possible to get from him at a cost of about three cents, a book of pictures of any place you happen to be interested in. The books are well printed and very desirable. The advertising that they carry is comparatively small in extent.

Mr. Beecham's music books were, I think, all non-copyright music, and so was a large music book mentioned by me in the first series of these letters to *PRINTERS' INK*, as having been gotten out by the makers of a preparation called Dorothy Dentifrice. Mr. Holloway's executors have gone, or tried to go, one better, by publishing, in full music size, some copyright songs, which they got written for the purpose. I can't say I think much of them: but let that pass. The Holloway concern also prints penny drawing copy-books (a progressive series) and several other things, all fairly good.

Now, the merits of this class of advertising depend upon only one point, namely, whether you can get as much publicity for the money this way as you can by the more usual channels. The theory, of course, is that by getting up something the public will pay for, you start your advertising with a greater amount of momentum than if you gave something away to carry it. People pay more attention to a thing they pay for than to one that they get for nothing. On this theory, advertisers are willing to sell for a penny, or for sixpence (Pears' blotter is sixpence—twelve cents), something that actually costs more than the price to produce, and on which they daren't print more than a very moderate amount of advertising. It is, to my mind, a little difficult to see how this is any better than advertising in a newspaper (in which, moreover, you get what ad-

vertising solicitors are so fond of dwelling on, the influence of the paper's reputation); and, after all, a newspaper, too, is something that people get very often for less than it costs because of the advertising it carries. And, anyway, unless you adopt the peddler scheme you can't dispense with the newspaper. You have to advertise there to get people sending for the books, so that the plan is not an alternative to newspaper advertising, but an expense additional to it.

And you are one step further off from your results than if you used your newspaper space to advertise your goods directly. You have to interest the newspaper reader in the book that you offer; and not every one is interested in books, and no one is interested in all books. When you have got them fixed that far, and had them send for the book (missing altogether the people that intend to write and forget it), then, and only then, do you get a chance at them with your advertising. And then it isn't a special public, like the public that sends for a primer, that you get; it isn't a public specially interested in soap, or pills, or something like that; it is a public interested in a certain kind of book quite disassociated from your particular kind of goods. Really, it is difficult to see why it wouldn't be better to talk soap, or tea, or pills in the newspaper advertisement. Still, all the firms named have kept at the plan a long time, and I suppose they would not do that if they hadn't reason to suppose that it paid them.

So much was said in my last letter about cocoa advertising that some apology seems necessary for returning to the subject. But there is just one thing that is interesting to be pointed out, and that is the effect of rival advertising upon certain old stagers. There is no doubt that the very extensive advertising done by the Vi Cocoa people—a new concern—must have been felt by the older houses in the same trade, and some of them had shown this in their advertisements of late. Thus Cadburys have been going in much more than they used for descriptive, argumentative advertising, and (marking their sense of distinction) have been emphasizing this point, that Cadbury's Cocos is

pure cocoa, nothing else. Vi Cocoa is a malted cocoa, with kola and hop extract, of which a great deal is made on its advertising. Cadbury used to be content with a large and often irrelevant picture and the name Cadbury's Cocoa. Then Rowntree's woke up, and, noticing Vi Cocos's sample scheme, saw it and went one better. Most remarkable of all, Epps went in for a picture advertisement. Last time I mentioned Epps' Cocoa in PRINTERS' INK they wrote that I was mistaken in most all I said about them, but I think I am not mistaken in saying now that they never had a pictorial announcement before. If they did, I never noticed it, and it must be added (in all kindness) that the ones they have gone in for now are pretty bad.

By the way, it is a curious circumstance that the three best known brands of English cocoa—Cadbury's, Fry's and Rowntree's—all belong to Quaker families. Is there anything in cocoa that endears it particularly to the Society of Friends?

No one that I recollect for a long time gets so much free advertising as Sandow, the strong man. He has quitted the stage to set up two academies, where he teaches people to be strong, and has got some very pretty free publicity. One idea was to get a London paper to publish a letter or communication in which he said that if he had the training of one of the university crews he would *guarantee* that crew's winning the Oxford and Cambridge boat race next year. He got himself interviewed by no end of papers to explain this rash offer. He published, at sixty cents, a book written by himself containing a few pages on physical exercise (but I must say they were well worth the money)—by far the best set of rules for dumb-bell and other practice I ever met with, and I understand these things), and a good many pages of testimonials to himself as a trainer. This book was largely reviewed and has sold well. It must be a capital ad for his academies. And he has managed to contribute articles on "How to get strong" to quite a lot of papers, too. It is all very clever. I wish I could get free advertising at this rate. Strong men have learnt something since Samson, but Samson put out a riddle, too. It

wasn't nearly such a hard one (to my mind) as the Sandow riddle. I am strong enough, but if he can teach me any advertising I'll go to his academy. I don't fancy I could teach him any. You have to pay for my sort.

TRUE.

The most costly and ornate circular a business man sends out dies in less than a day; but the enterprising newspaper containing the news from the ends of the earth exists from day to day, and a business card in its columns becomes as familiar and as welcome as the news itself. If a merchant should undertake to deliver his circular at thousands of homes every afternoon for a year he would find that the cost would be many times greater than the price of his newspaper advertising, while its distribution would become an intolerable bore to the public, more likely to drive away than to attract trade.—Scranton (Pa.) *Truth*.

Amusements.

Lion Institute,

18TH ST. AND 5TH AVE.,

near Chickering Hall and Siegel & Cooper's

WILL OPEN

MONDAY, OCTOBER 25.

AT 4 P. M.

and Daily from 11 A. M. to 11 P. M.

FIRST DEMONSTRATION IN
AMERICA

of the great Scientific and Human Creation,
under the
PERSONAL DIRECTION OF THE INVENTOR.

LION'S
INFANT INCUBATORS,SHOWING THE PRACTICAL WORKING
OF THESE INCUBATORS WITH

Live Babies,

as exhibited at the Maternite Lion in Paris, and at the Berlin, Brussels, Lyons, Bordeaux and other universal exhibitions in Europe, where the same have received the highest awards.

APPROVED BY THE ACADEMY OF MEDICINE OF PARIS AND THE NEW YORK OBSTETRICAL SOCIETY.

Infants will be received from now on at Institute. Opening daily from 11 A. M. to 11 P. M. BEGINNING MONDAY, OCTOBER 25, AT 4 P. M.

Admission, 25c. Family tickets, 50c.

A NEW "AMUSEMENT." An ad from the New York *Journal*.

PRINTERS' INK.

TOO MUCH ALL AROUND.

Agents are notoriously slow pay.
The agent's commission is too large.
Publishers generally allow commissions to everybody.



The Geo. P. Howell Advertising Co.,
10 Spruce St.,
New York.

Dear Sirs:

Sometime since we sent a notice to all advertising agencies with whom we have done business that on and after Nov. 1st., our commission to agents would be 15% instead of 25%. Believing that prompt paying agents and advertisers should receive recognition for such promptness, in the same notice we notified agents that for all bills paid before the 10th. of the current month we would allow a cash discount of 5¢ from the net. By an oversight in rendering you the "Ripon Tabules" account for October, the bill was not stamped with the discount notice. We consider you, however, entitled to this discount and therefore enclose you our check for \$1.03 for the October account of "Ripon Tabules" in the daily and weekly.

Very truly yours,

Evening Express Pub. Co.

Enclosed.

The letter reproduced above illustrates a preposterous condition of affairs. A publisher offers a 5 per cent inducement to people to pay when the money is due. The *Express* does quite right to cut its commission from 25 per cent to 15, and the last named rate is still high enough to bribe the agent to divide it with his customer and tempt the publisher to allow it also to the advertiser and to so calculate his rate card that the net amount he gets shall in any event be a little more than the rock-bottom price he, in his inmost heart, really expects to receive.

"OLD GLORY" IN ADVERTISING.

There seems to be an impression that there is a federal law prohibiting the use of the stars and stripes for advertising purposes. There is no such law in existence. A bill prohibiting the use of the flag for such purposes has been offered in congress at every session for a number of years, but invariably when it has passed one house it has failed in the other. At the last session of congress the bill was not reported from the State committee. As a result, there is no penalty for the prostitution of the American flag. There is, however, a very strong sentiment against such an offense. It is significant that no American-born citizen has ever been guilty of polluting the national emblem. The offenders in all cases have been citizens of foreign birth.—*Michigan Tradesman*, Detroit, Mich.

CONTINUOUS ADVERTISING.

Continuous advertising is the best advertising. Keeping your name always prominently before the people and your goods always in their minds is real, live advertising. Spasmodic publicity is cheaper in dollars and cents, but its results are correspondingly less. "Keep everlastingly at it" is a good motto to hang over the advertising desk.—*Snow and Leather Gazette*.

NEWSPAPERS AND ADVERTISING.

The best of business is stimulated by advertising, and the best known business men are the biggest advertisers. John Wanamaker is probably as well known as any business man in Pennsylvania, still he declares he would as soon think of putting up his shutters as quit advertising in the newspapers.—*Scranton (Pa.) Truth*.

THE CIRCULATION
OF
The Sun

in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the
Times and the *Tribune*.

The Sun's

CIRCULATION

has now for several months been
at the highest level it
has enjoyed in 15 years, or
since the period
in which it was the only 2-cent
newspaper printed in
New York.



Free Sittings For Babies.



We photograph babies in the right way. There's an art in properly photographing a baby. It may be ever so pretty, and yet, so to speak, be spoiled in the photographing. We have made a study of baby photographing and have had a long and successful experience. Many of the babies who won honors in *THE REVIEW*'s baby show three years ago were photographed by us.

WE WILL GIVE FREE SITTINGS to babies who are to participate in *THE REVIEW*'s holiday contest.

PEARSON'S STUDIO, East Sixth and Locust.

THIS ADVERTISEMENT, A REDUCED REPRODUCTION OF ONE APPEARING IN THE DES MOINES (IOWA) "SATURDAY REVIEW" OF OCTOBER 9TH, ILLUSTRATES ONE WAY FOR PHOTOGRAPHERS TO APPEAL TO THE EYES OF WOMEN.

ONE VIEW OF THE TRADE PAPER.

Perhaps of all the money thrown away by advertisers, none is more foolishly wasted than the thousands of dollars expended upon trade papers. These papers are circulated only among the trades that they profess to represent—they do not even claim any general circulation. Smith, a piano manufacturer, opens the game by paying a trade journal \$100, less 25 per cent discount on a six-month note, for a page advertisement to inform the other piano manufacturers that he is making pianos. The other manufacturers already know this as well as Smith does; they also know all about the grade, price and sale of his instruments. Nevertheless Brown, Jones and Robinson at once insert page advertisements to inform Smith that they, too, make pianos. Brown, who is bursting with enterprise, promises to pay \$10 extra for a portrait of himself at the head of the advertisement. Jones, more conservative or less vain, inserts a picture of his piano. Robinson slyly contracts for a reading notice. All the trade come in, and pay so many dollars weekly to inform each other that they make pianos. Not one of them ever buys a piano; no piano purchaser ever sees their advertisements, but the merry game of throwing away money goes on briskly, and the trade paper flourishes. What is true of the piano trade is true of all the other trades. Hat, boot and suspender makers; coat, cloak and gown manufacturers; iron, wine and spirit dealers, have their own trade organs, and pay more or

less liberally for the privilege of telling other makers, manufacturers and dealers in the same line that they are doing business at the old stand. The only advertisements of any value are those that reach the people who purchase goods. As the trade papers never reach, and do not pretend to reach, the purchasing people, they are worse than valueless. The money wasted upon them ought to be paid to papers that go to the public, to the home, to the family, and thus insure adequate returns to the advertisers.—*Trade Topics*, Sept. 30.

WE BELIEVE.

We believe that less account is being taken of the question of circulation than formerly. Not that it is being regarded as of any less importance, but mainly for the reason that advertisers have learned that the circulation question is largely farcical. They have learned that advertising rates have taken on a certain fixedness that compels their payment without regard to circulation. They have learned that the only way to test a circulation is to buy it and pay for it at the price demanded. If it should prove of value, it is a very foolish man who would not continue to use a specified paper (circulation) without regard to whether it had one thousand or one hundred thousand. It's the old case of the "proof of the pudding," and when you once get hold of the string hold on to it until you eat your way into the pudding.—*Agricultural Advertising*.

Augustus Floyd,
Investment Securities,

32 Pine Street,

New York, Nov. 11th 1887

Publisher "New York Times" —

Dear Sir:

The "Financial Review & Gazetteer" Supplement received with my Thursday Morning "Times" is to my mind, the most complete publication of its kind that has come to my notice. The ground covered is more comprehensive, and the tabulation of sales, prices &c. better arranged than is usual with such matter.

I shall keep the Supplement on file for reference and trust that you may receive sufficient encouragement to continue it.

Yours very
Augustus Floyd

The New York Times

"All the news that's fit to print."

IN GERMANY.

The German law restricts transgressions in the nature of claims consisting in the propagation of false statements on the condition of business by which customers may be induced to think a specially favorable offer is given them. In this category belong false statements on the quality of wares and on their makes, such as representing as hand-made a fabric made by machine, on the age of a business, on the amount of stock in trade, and on the cause and aim of a clearing sale, such as the false claim that a clearing sale is held on account of death or moving, that one is selling out a bankrupt's estate, etc. Moreover, authority is vested in the council of the German federation to insist that certain wares shall be sold only in small trade and in stipulated quantities. A third subject with which the law deals is slander. This includes all untrue statements propagated to damage a business or its manager's credit, such as that a fabric has been damaged by fire and that a proprietor of a concern has been in disgrace, that a mine has been flooded with water, etc. Under this head is included also protection against the use of names, firms, titles of books, and of other publications, which would deceive the public into expecting something different than really was offered to it. No publisher is allowed to start a publication under the name *Über Land und Meer*, no publisher may put out a guide-book with the title "Baedeker's Guide-book," nor would any new hotel that might be erected on the site of the hotel known for years as the "Rheinischer Hof" be permitted to appropriate the same or almost the same name.—*Über Land und Meer.*

MAKE YOUR STORE LOOK BUSY.

Always aim to have the busiest store of its kind in town. Some one's store must be the busiest—why not yours? Best methods and best merchandise will do it. If yours are not as good as your neighbors', it would be well to find out where the trouble is and try to improve on past efforts. Remember, the proof of superiority lies not in imagination, but in results. Shake off poor business. Once allow yourself to be entangled in its deadly folds and the sheriff may have to be called in to the rescue of yourself and your creditors. One of the inevitable results of poor trade is a feeling of discontent and dissatisfaction throughout the store. Trade languishes. The merchant grows irritable. He is dissatisfied with himself and all his surroundings. His clerks become infected. The business of the store is only half done, and nothing is done right. Customers quickly notice the change. The general air of shiftlessness disgusts them. The gloom on the faces of merchant and clerks scares them away, and bad business is made even worse. Get customers into the store, even if you have to go and fetch them and pay them to come.—*Dry Goods Economist, New York.*

IN THE SMALL TOWN.

"I find it pays to cultivate the small advertiser and till the local advertising field," said O. D. Gray, of the *Sturgeon (Missouri) Leader*. "Of course I reach out for foreign ads, but I don't count much on them."

"I have adopted the plan of going each week to the merchants and asking them if they want any locals or wish to change their standing ads. Often they say, 'Go ahead and write up something for me.' I then go ahead and write it up or change their ads, and they are pleased."

"Another thing I've found out by experience. That is, never work your field too hard. You must educate your advertisers. If you get a new advertiser to spend a whole lot of money with you at the start, the chances are he will never do so again. On the other hand, if you begin with small amounts, a few locals, even two or three times at five cents, and gradually increase, you will make of him a regular advertiser."

"I have two instances in my own town. One man opened up there some years ago. I got him for \$75 worth of advertising the first month. After he paid that amount he never advertised again. I gave him too big a dose. On the other hand, one of my best paying and largest advertisers is a fellow who began with ten cents a week."—*Country Editor.*

IN PARIS.

Paris is threatened with a dreadful visitation in the shape of pavement advertisements. The apparatus, which is already decorating the streets of that city in profusion, is just like an ordinary harmless hanging lamp, and not at all aggressive. But its interior harbors a clockwork iniquity by which lettered or pictorial advertisements are magnified and thrown onto the pavement and floor. Each contains a number of advertisements—26 is the most convenient—and the works can be set either for half-minute or one minute exhibitions of each advertisement. The reflection on the ground makes a clear and bold picture of from three feet to four feet six inches in diameter, according to the height of the lamp from the ground.—*Sacramento (Pa.) Tribune.*

AN ADVERTISING IDEA.

If the local papers in which you advertise do not thoroughly cover the field which is naturally tributary to your store, why not have the ads set up early enough in the week so you may have a few hundred reprints to mail to your regular circular list, which should include every family with whom you can reasonably expect to do business. In this way you will be sure that all possible purchasers see your offerings, and if you hit twice in the same place by reaching people with both the circular and newspaper ad, you are more certain of obtaining business.—*Chicago Dry Goods Reporter.*



PORTION of a border used by the International Food Co., of Minneapolis, Minn., manufacturers of food for hogs. In the rural weeklies it makes a striking appearance when inclosing one of the large ads of the company.

THE SAN FRANCISCO ..CALL..

JOHN D. SPRECKELS,
PROPRIETOR.

W. S. LEAKE,
MANAGER.

Best Staff of Correspondents !
Best News Service !
Best Local Equipment !

The Great Family Paper. Into the Homes it goes.

Published every morning in the year.



CIRCULATION EXCEEDS
50,000
DAILY.



For sample copies, rates and further information, address

DAVID ALLEN,
Eastern Representative,
188 World Bldg. New York.

NOWADAYS.

Nowadays, in the newspaper publishing business, the god behind the machine is the advertiser. A few years ago the essential unit in the calculations of the newspaper publisher was the subscriber. To-day the subscriber fills a secondary, though important, place in the economy of the newspaper office. Under the old order of things the buyer of the paper paid for the cost of its publication. Now, the news-sheet lives by its advertising patronage. More particularly is this true of the big dailies. When the newspaper reader all over the country paid five cents a copy for his daily journal, he was of importance enough to the publisher to demand first consideration. But when the shake-up came which dropped the prices of daily papers to the now generally prevailing rate of one cent a copy, the subscriber's contribution toward the support of the paper became a comparative pittance. It was obvious that a new source of income must be tapped—and the day of the ubiquitous advertiser began to dawn. This shifting of bases once begun, its progress was rapid. The publisher withdrew his hand from the pocket of the subscriber and inserted it with increasing confidence in the purse of the advertiser, who submitted with good grace, while his hand in turn went back persuasively to the pocket of the subscriber. This new dependence of the daily paper upon the dollars of persons wishing to make known to other persons having dollars the virtues of themselves, their merchandise or their services, has not proved altogether detrimental to its quality as a purveyor of news and editorial comment. Competition and the increased advertising of his rivals compels the man who has goods for sale to spend money in making the fact known. His determination to spend this money where it will show the greatest results is the spur which urges the newspapers to the mark in interest and appeal. The advertiser pays his money to that paper through which he can reach the largest number of readers of the particular class which his communication most concerns. Thus it has come to pass that to the newspaper publishers the real value of the subscriber lies in the fact that he serves as

bait to lure the advertiser. For every advertiser who proves susceptible to the lure, others must follow in self-defense, until the goodly army is formed of those from whose business rivalries and competitions comes the power which supplies us daily with thousands of dollars' worth of news at a cost to us of exactly one cent.—*Illustrated American*.

THE GAZETTES OF HOLLAND.

In the city of Amsterdam alone, three of the five morning papers are gazettes—the *Amsterdam Gazette*, the *General Trade Gazette*, and the *Shipping Gazette*. There are two other gazettes in Amsterdam, the *Bondholders' Gazette* and the *Industrial Gazette*. In the good old town of Groningen there are two papers published—both gazettes, the *New Groningen Gazette*, and the *Provincial Gazette*. In Haarlem, the original of Haarlem, there is what is known as the *Genuine Gazette*, in Utrecht there is the *Utrecht Gazette*, in Denventer there is the *Denventer Gazette*, in Leyden there is the *Leyden Gazette*, and there are the *Breda Gazette*, and *Gouda Gazette*, the *Leeuwarden Gazette*, the *Arnhem Gazette*, and, in fact, a long line of gazettes throughout the various towns of Holland, not forgetting the *Rotterdam Gazette*, the chief daily paper of that town. It is scarcely any exaggeration to say that journalism in Holland is made up almost exclusively of gazettes—daily, weekly, tri-weekly, and monthly.

The Hollanders are not remarkable as newspaper readers. By the census made in 1890, there were only 300 papers in Holland, a number the insignificance of which seems clear when compared with the fact that there were at the same time 500 in Switzerland, a smaller country, and 900 in Belgium, which adjoins Holland, and which is a country without colonies and very small foreign trade when compared with that of the Dutch monarchy. But the Hollanders are nothing if not conservative. To them the mere idea of a change is distasteful, and having early in the history of journalism chosen the word *gazette*, the founders of other similar enterprises adopted the name *gazette*, too, and for nearly two centuries their successors have adhered to it.—*N. Y. Sun*.

LET ME INTRODUCE YOU....



introduce you. Introduction rates made known on application.

To the Riverside Ladies

These same ladies will have money to spend this Fall and will spend it. An acquaintance with them may mean money in your pocket. You have the goods they want, but they may never know you are on earth unless you tell them. You can't tell them unless you know them. You can't know them unless we introduce you. Introduction rates made known on application.

Daily—THE ENTERPRISE—Weekly

MARK R. PLAISTED

RIVERSIDE, CAL.

A POSTAL CARD SENT OUT TO LOCAL ADVERTISERS BY A CALIFORNIA PUBLICATION.

To reach the people of a city an advertiser likes to use the paper of the best character, that goes into the best homes and is read by the best people.

Many advertisers, however, believe that, all things considered, the best paper is the one that sells the most copies.

When the paper taken by the best people is also the one with the largest sale, that is always the one paper that an advertiser must use.

Such a paper is the Milwaukee Evening Wisconsin

The proved circulation of the EVENING WISCONSIN is larger than that of any other daily paper published in the State of Wisconsin.

PRINTERS' INK not very long ago named nine papers, and said of them: "They are evening papers of high character and have a worth to advertisers beyond the mere figures of their daily circulation. They have no waste circulation. Every copy goes into a home, and goes there because it is wanted. The small list constitutes a very choice group. If there is any other evening paper anywhere that has a better right to be named than one of these, PRINTERS' INK would be glad to be furnished with its name."

And the EVENING WISCONSIN was accorded a place as one of the nine.

Mr. S. C. Beckwith has used more
space in Printers' Ink than any other
special agent. Of all the "special
agents" Mr. S. C. Beckwith has been
the most successful. The papers he
has represented have always received
about all the choice advertising that
was going. His papers have always
had prominent representation in the
pages of Printers' Ink.

SEND THE CASH! And Say What Is Wanted.

A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan, without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement, and a check for the amount to be used, to THE GEO. P. ROWELL ADVERTISING Co., No. 10 Spruce St., New York, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done —no time being lost in correspondence.

CHICAGO NEWSPAPER UNION
 STANDARD NEWSPAPER UNION
 FORT WAYNE NEWSPAPER UNION
 SIOUX CITY NEWSPAPER UNION
 MILWAUKEE NEWSPAPER UNION
 WISCONSIN PUBLISHERS' UNION
 INDIANA NEWSPAPER UNION
 SIOUX CITY INDEPENDENT UNION
 NEBRASKA NEWSPAPER UNION

ILLINOIS	INDIANA	OHIO	MICHIGAN
WISCONSIN	MINNESOTA	NEBRASKA	IOWA



The Foundation is O.K., and Every Plank is Sound

The States named on the foundation stones are at present among the most prosperous in the country.

The Lists named on the planks cover these States thoroughly; some cover one State, some another. The advertiser may use one or all just as he pleases. If he uses all, his advertisement will reach a million families.

Whether he uses one or all, one electro is all that is needed, and one check pays the bill.

For Catalogue and Rates address

CHICAGO NEWSPAPER UNION

10 Spruce Street, New York
 93 South Jefferson Street, Chicago

ADS IN PUBLIC DOCUMENTS.

The right of the government to solicit it from merchants, manufacturers and others, advertisements to appear in the publications of the Bureau of American Republics has been challenged by business men from the time the matter took definite form. It is now proposed to make a legal test of the question, and the first step has been taken in the shape of a protest to the Secretary of State by De B. Wilmot, of counsel for the Seeger & Guernsey Co. The protest is self-explanatory, and in part follows:

SIR—On behalf of the Seeger & Guernsey Company, merchants and publishers of this city, I desire to call your attention to the circulars dated August, 1897, signed by Joseph P. Smith, Director of the Bureau of American Republics, received by the company some days since; especially to those parts which solicit names and advertisements of merchants and manufacturers doing business within the United States, to be inserted for money considerations in the publications to be printed by the United States Government Printing Office.

These circulars and letters are sent through the mails and all responses thereto are received through the same channel in envelopes marked "Official Business" and free of postage.

The plan and scope of some of the publications indicated in the aforementioned circulars are the same as those embodied in the "Cyclopaedia of the Manufactures and Products of the United States," a publication owned and periodically issued by our clients. It has been copyrighted and trade-marked under the laws of the United States and was founded in 1889. Thus far, each of its editions has been printed in English and Spanish and has been sold and circulated in this country and all over the world. The field which the cyclopaedia fills, so far as this country is concerned, is identical with that of the Commercial Directory of the American Republics, now about to be issued.

Said Commercial Directory, it is claimed, will contain large and important lists of manufacturers and merchants of this country, carefully selected and classified under their proper business headings, and also their advertisements, substantially following the same system and methods as are

contained in the cyclopaedia aforesaid, issued by my client.

I respectfully submit that the business of the Bureau, which is an adjunct of the State Department, ought naturally to be generic to the purpose for which it was formed. It is directly under the supervision and control of the Executive, through the State Department, and I venture to say that neither the public necessity nor the Constitution authorizes the Executive directly or indirectly to engage in the advertising business for the purpose of obtaining revenue for its support.

The rules and regulations adopted by the Government authorized and initiated this advertising scheme for the purpose of obtaining revenue to meet anticipated increased expenditures, and the only reason assigned therefor was "at this time it is desirable not to exceed the limits of the original estimate of expenses."

Here, then, by these regulations it would appear that for the sake of obtaining \$50,000 or more per year the Director of this Bureau is ordered to go into this business.

What exigencies have arisen which justify the Government in employing this means of raising revenue? I find no record of any in the Department of State or in the Acts of Congress.

The necessity, if there be any, which would ordinarily justify the Government in thus raising funds to support this Bureau of American Republics, would serve equally well as a reason for using the same means in providing for the support of the other bureaus and adjuncts of the several departments of the Executive, and if one department is lawfully empowered to employ these methods of raising revenue, surely the other departments may adopt them as well, and as a result we may soon expect to see scattered through the numerous publications of the several departments seductive advertisements of manufactures of cold cream, condensed milk, thrashing machines, coffins, and the like, with apt illustrations on each page. And if the same inducements are continued as are now offered to obtain these advertisements, each volume will contain a notice to the public that all advertisers therein are honest and financially responsible. And these volumes are to be placed in the archives of foreign nations and in public libraries, there

to be observed and read by posterity and passed along from one generation to another, as a record of one of the eccentricities of the Executive of more than 70,000,000 of intelligent people, and the aggregate of whose wealth is more than 65,000,000,000 of dollars.

But this question goes further than the consideration of its constitutionality merely from an abstract point of view. It affects the rights of those who have built up a legitimate business similar or identical in character.

The framers of the Constitution intended, and the highest courts have decided, that under the Constitution the people are forever guaranteed freedom from unjust and unlawful competition in trade. Here we have this Bureau of American Republics scattering broadcast over this country attractively worded letters, circulars and prospectuses adroitly representing to the public the great advantages to be derived in advertising in certain of its publications, which advantages are not open to all manufacturers and merchants of this country, but only to such as are willing to pay for the insertion therein of their names or of firms and their business occupations and the advertisement of their wares, and provided they pass the examinations conducted by the bureau.

The claim may be put forth that the Bureau of American Republics is the creation of the republics forming the "Union of American Republics," and that they alone are responsible for the special features in the publication.

If this be the view of the State Department, then what right, under the Constitution and laws of this country, has the Executive of the Government to contribute the free use of the mails, the Government printing office, services of consuls and consular agents and employees of the Department of State to the support of what, in fact, amounts to a profitable business venture.

If the promises of the Government are carried out in this business the advantages to the advertisers are very great. They are recommended and vouched for by the Government, as before stated. They can rely upon the extended circulation of the publication and of their reaching all avenues of foreign commerce and trade. No financial stress will prevent the Government from fulfilling this part of its contract with them. No miscalculation on the receipts of this enterprise,

and consequent deficiency as against the cost of getting out the publication, would jeopardize the fulfillment of the contract. The publications are compiled, printed, sold and delivered at public expense. The public printing office at Washington, the franking privilege and the employees of the Bureau and Department of State are used for this purpose. The receipts of this enterprise go into the Treasury of the United States, and all expenses and disbursements are met by requisitions thereon of the Secretary of State.

The people of this country who are engaged in a similar line of business have not carte blanche with the Government printing office, and they do not have the franking privilege. But they do have to contribute their full share of the taxes out of which the Government printing office and the postal services are supported.

It will be perceived that whenever the Government goes into business for the purpose of raising revenue to pay its debts the citizen who is unfortunate enough to be in the same kind of business as that which the Government selects must close up at once, sell his plant at a nominal price or make scrap of it, pocket his loss and seek other channels of business for livelihood.

The Seeger & Guernsey Company have always earnestly supported the Government and the cause of reciprocity and international commerce. They do not wish to reflect upon the distinguished gentlemen who first recommended the adoption of the business features here complained of or upon the Executive. The patriotic sentiments and motives with which all have been actuated are fully appreciated by them. They believe, however, that when these business methods to which they object were adopted the legal questions and consequences involved were not considered. They believe also that these aspects of this subject have not been heretofore presented to you, for they can not conceive that it ever was your intention to perpetrate this wrong upon American citizens or allow any one to do so. On behalf of our clients, therefore, I respectfully request that the advertising business referred to be discontinued.—*Journal of Commerce, Nov. 22.*

Mr. Primer—Miss Brevier is a wonderfully beautiful type of womanhood, isn't she?

Mr. Pica—You bet; that's the kind of type I like to go to press with!

Booklets By the Billion

We invite all those who are going to publish a large quantity of booklets to write to us about it.

We print them by the million.

We have the largest plant of its kind in the United States.

It is our specialty to print large editions for large advertisers.

We have now on the press a million cook books for a large packing concern in Indiana.

A sample order of half a million for a large patent medicine concern in Ohio. They will order later in ten million lots.

An order for ten million booklets for a big patent medicine man in Indiana.

Another million for a pharmaceutical company in New York.

A quarter of a million for a large fruit house in California.

These are but a few out of many.

Altogether, we have about a billion booklets in course of manufacture.

For a number of them our Mr. E. A. Wheatley, the celebrated advertising specialist, has prepared the matter, suggested and supervised the illustrations and general details of the job.

For others we are merely doing the printing.

We are ready to figure with you. We wish to keep our presses busy.

We shall be pleased to print a thousand or a billion booklets for you. To look after all the details if you wish it. To figure low on big editions if that is what you are after.

Please write us about it. Address exactly as below:

E. A. Wheatley,
Dept. Director.

Dept. of Profitable Publicity,
W. B. Conkey Co.
Chicago.

THE GENERAL ADVERTISER
AND
THE LOCAL NEWSPAPER.

The two plates here shown on opposite pages exhibit the present condition of foreign advertising in village papers.

The advertiser offers terms that the

local newspaper can not afford to accept. If, however, he has the bad judgment to take the business, the general advertiser finds in due time that the service he obtained was not worth what it cost him, although he thought he had "cut to the quick."—[ED. P. I.

The field of the village newspaper is at

Established 1881. \$1 Per Year.
Stamford Mirror.
 S. B. CHAMPION, Editor and Proprietor.
 Published Every Tuesday. Circulation 2,000.

RECEIVED
 NOV 18 1897
 GEO. P. ROWELL & CO.
 Stamford, N. Y. Nov 17 1897

Printer's Ink:

If Dr. D. Kennedy, Black Corporation, is in an offer for ad. space, exhibited "sheet" or "gall," what may the analog of J. L. Roger & Co. be called? How many customers can a country paper accommodate with little publications, and how is it going to do for room for local and editorial? The ads are getting more exacting than ever, almost every one asks for "top of column followed by full news matter, with reading matter full length on both sides, except from other ad. on. editorial or local page." Unless followed to the letter, no "count" We are about in the hotel buildings—all want room on second floor, south east corner, facing main street?

If you can help country papers by suggestions, go ahead. I enclose stamp envelope to return the proposal, enclosed.

Yours. Editor of "Stamford Mirror"

home. Scattered here and there all over this country there are village newspaper men who have grasped this truth, and are making good, big incomes and prospering without the general advertiser, while their less shrewd brothers are wasting time in bunting their heads against a dead wall of facts.

Every time the village newspaper man writes a letter to a general advertiser he loses two cents and a dollar's worth of time that he might put in profitably boozing his circulation or educating his local advertisers.

The thing for the village editor to do is to

get up a rate-card for general advertisers that will surely give him a fair profit on his space. Then he should send this rate-card to each general advertiser and each agent, to be placed on file. After doing that he should not bother his head another minute about the general advertiser. And if a general advertiser or an agent writes to him and makes some proposition at less figures than those on the rate-card, he should simply throw the letter in the waste basket and go out and talk business to local advertisers.—*Charles Austin Bates Criticisms.*

DOCTOR J. C. AYER'S
Standard Family Medicines
AWARDED
HIGHEST HONORS
AT THE
WORLD'S CHIEF EXPOSITIONS



ADVERTISING DEPT.

AYER'S SARSAPARILLA
AYER'S CHERRY PESTOOL
AYER'S CATHARTIC PILLS
AYER'S HAIR VIGOR
AYER'S ASQUE CURE

Lowell, Mass., U. S. A. NOV 15 1897 189

In exchange for One sets of two volume subscription edition of The Standard Dictionary, in full Morocco binding, valued at \$26.00 per set. (Funk & Wagnalls, Publishers, New York City), we hereby agree to insert for J. C. Ayer Co., Lowell, Mass., in the Stamford in the County of Delaware State of NEW YORK, seventeen triple column advertisements to average 36 inches each, as ordered, within one year.

Each insertion to be at top of local or editorial page with reading down one side.

We also agree to mail one copy of every issue of the paper containing these advertisements, as published, to J. C. Ayer Co., Lowell, Mass., and to promptly supply missing papers upon request.

It is further agreed that the books shall be shipped, prepaid, after proof of first insertion, and that they are and shall remain the property of J. C. Ayer Co., until the terms of this contract are fulfilled.

Accepted for J. C. AYER CO.

To be kept by publisher.

ON THE CHARACTER OF CIRCULATION. RECOMMENDS THE SPY SYSTEM.

Interview with A. Frank Richardson in PRINTERS' INK for Dec. 4, 1895 :

" Do you think it is a good scheme for all publishers to give the figures of their circulation when they have comparatively small but exceedingly valuable circulations, like the *New York Evening Post*, for instance? "

" Certainly. The character-circulation of a paper determines its value to advertisers, and the advertiser of experience can tell the value of a paper by its appearance and the patronage it has the moment he takes it up."

" Then you believe in quality of circulation? "

" Of course."

" Do you believe there is any way to indicate the relative value of papers in the Directory except by giving the detailed statements of circulation? "

" Certainly there is. Let the paper use the small advertising space the Directory allows each publisher who will pay for it directly under the statement of the paper itself. There the publisher can make his point. That is the best advertising there is in any directory."

" Is there any way the publishers of the Directory could undertake to make a distinction between papers? "

" No, there is not. They go as far as they can."

GIVING DEFINITE INFORMATION IS PROFITABLE AND FEASIBLE.

Interview with A. Frank Richardson in PRINTERS' INK for Dec. 4, 1895 :

" The publishers who don't give detailed statements are rapidly learning that they must change their ways or be left out of the appropriations."

Mr. Richardson named the newspaper directories he considered the leading ones in the order of their value or their importance :

" Well, there's Rowell's and Ayer's."

Here Mr. Richardson paused, and I waited for him to go on.

Finally he said, " I am stopping."

" What for? Don't you think there are any other leading directories? "

" No, these two are top. There are other directories, but these are the leading ones. I mean their publishers put big money into them—many thousands of dollars annually—maintain large departments, working the year round getting information and putting it into form, and when I say a department I mean there is not a small boy or girl in it at \$7 a week, but men—all experts in this line—men who have been at it for years.

" If all publishers would make a truthful, detailed statement of their circulation to directory publishers it would be the means of making hundreds of new advertisers, which would mean an increase of business to every publisher. Of course, it takes a little time—there is not a publisher in America but what could do it in a day or two."

Interview with A. Frank Richardson in PRINTERS' INK for Dec. 4, 1895 :

" The Directory ought to send out a practical pressman and printer who would spend all his time the year around investigating circulation. He ought to be a practical pressman and printer so that he could fall in with the pressman and printers of different papers and draw them out about circulation facts and figures. That is the only way I know of in most cases to get at the real circulation of papers that will not tell the truth about it."

* * * * *

" But wouldn't this be rather a different undertaking if all the newspaper directories were to send out press-room detectives? "

" Certainly not. The investigators could travel for rollers or type, or something of that sort that would do for an excuse."

" You think the same man could go round the second year with the same success? "

" They could if they did not give away what they had been doing to any one except their employers and if the employers kept the thing a secret, merely giving the results without stating the methods they used to get them."

PREPARED TO BACK IT.

Interview with A. Frank Richardson in PRINTERS' INK for Dec. 4, 1895 :

During the interview I called Mr. Richardson's attention to the following editorial in PRINTERS' INK :

ABOUT SLANDERING A NEIGHBOR.

It is a point of law, and, far more, it is a point of honor, that a man shall not publicly and deliberately accuse another of crime unless he is prepared to make his accusation good; and that it is not a mitigation, but an aggravation, of his offense for him to admit that he has no proof, but to maintain that he was slandering his neighbor " in good faith."

The above extract from an editorial in the *New York Times* for Nov. 22d has reference to the controversy about the America's Cup Yacht Race. It is reproduced here because it is so applicable to a practice indulged in by many newspaper men of accusing a neighbor of lying about his circulation when the accuser neither has, or pretends to have, any proof to sustain his often anonymous and generally clandestine charge.

" Do you believe that is right? "

" Certainly I do," he replied, emphatically. " A man shouldn't make a statement if he is not prepared to back it."

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Montgomery (Ala.) Advertiser (1).—The leading Alabama paper in news, influence and circulation.

CALIFORNIA.

San Diego (Cal.) Union (1).—Is the only daily newspaper with full press report published in a region larger than the combined States of Massachusetts, Connecticut, New Jersey, Delaware and Rhode Island. Its circulation is conceded to be several times larger than that of any other daily in the State, south of Los Angeles. It has exclusive and perpetual franchise from the Associated Press, the report coming direct to the office over the *Union's* leased wire. It has a 20,000 an hour perfecting press and a battery of linotype machines. It is one of the oldest newspapers on the coast, reaching a clientele of readers whose patronage is especially desirable. No other city and county in California are so thoroughly covered by the circulation of one newspaper as the city and county of San Diego are by the *Union*.

San Francisco (Cal.) Examiner (2).—Average circulation guaranteed to be 30,000 greater than that of any other San Francisco paper.

San Francisco (Cal.) Occident (1).—Is the only organ of the Presbyterian Church published on the coast. It is issued weekly and circulates among a constituency of over 50,000 of the best people of California, Oregon, Washington, Montana, Idaho, Utah, Arizona and New Mexico. It also circulates extensively in the United States and all over the world.

COLORADO.

Denver (Col.) Rocky Mountain News (1).—The only paper in Denver that swears to its circulation. Circulation statements guaranteed by the Advertisers' Guarantee Company, of Chicago, under \$50,000 bond.

CONNECTICUT.

Bridgeport (Conn.) Morning Union (1).—The *Morning Union* is an eight-page one-cent paper, and while selling for one cent, has a gilt-edge constituency, and is in no sense of the word a cheap newspaper. Circulation 8,000 day.

GEORGIA.

Newnan (Ga.) Herald and Advertiser (1).—Largest guaranteed country circulation in Western Georgia.

Valdosta (Ga.) Times (1).—Sworn circulation above 2,000 each issue. Best advertising.

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

ing medium in the Sea Island Cotton and Fruit Belt.

ILLINOIS.

Chicago (Ill.) American Horse Owner (1).—Every issue will be 10,000. In addition to thoroughly covering over 15,000 livery stables, it will reach thousands of prominent horse owners everywhere. We are securing late, revised lists right from our local agents, who are leading harness men, and thus know all the horsemen.

Chicago (Ill.) Interior (1).—The largest Presbyterian weekly in the world.

Chicago (Ill.) National Harness Review (1).—The oldest independent exclusively harness and saddlery paper in the world. The leader in popularity, influence and circulation. And contains everything of interest to the trade. Subscription reduced to \$1 per year.

Chicago (Ill.) Standard (1).—A Baptist newspaper of national circulation, but especially the organ for Michigan, Indiana, Illinois, Wisconsin, Iowa, Minnesota, Kansas, Nebraska, Colorado, South Dakota, North Dakota, Montana and Wyoming.

Chicago (Ill.) Vegetarian (1).—The Chicago *Vegetarian* reaches "cranks," who are unusually interested in their organ, and who will frequently go out of their way to recommend a thing appearing in its advertising columns. We receive remittances right along for twice our subscription price, showing the interest taken in the journal. Our circulation has increased 50 per cent in a year. The journal has been enlarged five times.

Quincy (Ill.) Farmer's Call (1).—The only agricultural paper between Chicago, Kansas City and St. Louis. Our rates are low and fair for our circulation, hence we can, and do, adhere to them strictly—you may have the satisfaction of knowing that no one gets our space at a less figure than you pay. We have not a deadhead subscriber on our list—our subscribers want our paper, pay for it, read it.

INDIANA.

Indianapolis (Ind.) Sentinel (1).—Largest circulation of any paper in the State of Indiana.

South Bend (Ind.) Tribune (1).—Circulation of daily and weekly *Tribune* larger than any Indiana paper outside of Indianapolis.

IOWA.

Clarinda (Ia.) Journal (1).—Actual average circulation each week for the year 1896 was 2,030.

KENTUCKY.

Covington (Ky.) Post (1).—The official paper of Covington, Newport, Bellevue, Dayton and Ludlow, Kentucky, based on the largest daily circulation.

MARYLAND.

Cambridge (Md.) Chronicle (1).—Best advertising medium in Dorchester County. *Snow Hill (Md.) Democratic Messenger* (1).

PRINTERS' INK.

—The *Democratic Messenger* is, and has been, the leading newspaper of Worcester County for twenty years. Has been the "official paper" of the county for the past eight years. Home merchants give twice as much for an advertisement in it as they pay other papers.

MASSACHUSETTS.

Boston (Mass.) *Popular Educator* (1).—Circulation 62,000.

Boston (Mass.) *Primary Education* (1).—Circulation 43,000.

Fall River (Mass.) *Daily Globe* (1).—Circulation between 6,000 and 7,000.

Gloucester (Mass.) *Breeze* (1).—The *Breeze* has as large a circulation on Cape Ann as any newspaper published, and reaches all classes.

Springfield (Mass.) *Republican* (1).—A first-class, enterprising newspaper and superior advertising medium, with the largest daily circulation in Massachusetts, and largest morning circulation in New England, out of Boston.

MICHIGAN.

Coopersville (Mich.) *Observer* (1).—The *Observer* is now in its eighteenth year of publication, and is the best printed and ably conducted local paper in Ottawa County, having lately adopted the magazine form, giving twelve or more large pages every week. No other paper in the county has so large a corps of correspondents; no other paper in the county (exclusive of Holland City) has so large a circulation, and it is the only paper in the county that publishes, weekly, original copyrighted articles. The *Observer* is a clean, local newspaper, no objectionable advertisements or reading matter ever appearing in its columns, and is the only advertising medium in the northeastern part of Ottawa County.

Iron Mountain (Mich.) *Tribune* (2).—The *Daily Tribune* is said to be, by its readers, the best daily published in any Michigan city the size of Iron Mountain. Iron Mountain is a city of about 10,000 population, the county seat of Dickinson County and the largest town in this vicinity. The *Daily Tribune* finds its way into nearly every home in Dickinson County. It follows as a matter of course that it is the best advertising medium in Dickinson County.

MINNESOTA.

Minneapolis (Minn.) *Journal* (1).—The *Journal* is the only 2-cent daily in Minneapolis, a guarantee that its circulation combines quality as well as quantity. The *Journal's* circulation is not built up by numerous editions, as virtually its entire circulation is the five o'clock, which is delivered direct to the homes. The *Journal* is the favorite want advertising medium, carrying more than twice the amount of any other daily in Minneapolis, and the only one not carrying free wants.

Minneapolis (Minn.) *Northwestern Agriculturist* (2).—A high-class American farm journal. We guarantee that we are now printing 22,000 copies, and mailing them. We guarantee that no issue, during the next year, will be less than 18,000 copies. We guarantee that we have now, on our mailer, 16,079 addresses of actual paying subscribers, and 353 exchanges and advertisers. We have thirteen agents traveling and soliciting subscriptions for *The Northwestern Agriculturist*. They are adding now in the neighborhood of from fifteen to twenty-five hundred new subscribers a month.

Minneapolis (Minn.) *What to Eat* (1).—The one great food magazine in the world.

St. Paul (Minn.) *Globe* (1).—Largest morning circulation in St. Paul, October, 1897,

18,425 daily. Only Democratic daily in the Twin Cities.

St. Paul (Minn.) *Western Field and Stream* (1).—It has been asserted by many who are capable to judge, that the *Western Field and Stream* now stands at the head of all monthly publications devoted to this class of sport. Its strong editorial staff, headed by the veteran sportsman, author, traveler and journalist, Charles Hallcock, who founded and formerly owned *Forest and Stream*, the high class of its illustrations and letterpress, and the fact that it is published at the gateway to the best game, fish and scenic areas of America, are some of the factors which have contributed to its rapid success.

Winona (Minn.) *Herald* (1).—The leading newspaper office of Southern Minnesota, and acknowledged largest circulation. To reach the people of Winona and tributary country advertise in these mediums.

MISSOURI.

Kansas City (Mo.) *Times* (1).—Guarantees a net paid daily circulation of more than 25,000 copies, traversing the most productive portion of the big grain belt, Missouri, Kansas, Oklahoma, Indian Territory and Southwestern Nebraska.

St. Louis (Mo.) *Sporting News* (1).—The most widely-read sporting paper in the world.

St. Joseph (Mo.) *News* (1).—The only afternoon paper in the city. Circulation the largest in Northwest Missouri.

NEW JERSEY.

Hackensack (N. J.) *Bergen Co. Democrat* (1).—The best advertising medium in the State.

Jersey City (N. J.) *Evening Journal* (1).—The daily circulation of the *Evening Journal* is three times that of all other Hudson County papers combined.

Rahway (N. J.) *Union-Democrat* (1).—Largest circulation in Union County.

NEW YORK.

Albany (N. Y.) *Times-Union* (1).—The circulation of the *Times-Union* is 10,000 copies larger than any other daily paper published in Albany.

Buffalo (N. Y.) *News* (1).—Circulation over 65,000, which is greater than the combined circulation of all other daily papers printed in Buffalo.

Binghamton (N. Y.) *Evening Herald* (1).—Daily exceeding 8,500, weekly 2,000. Unexcelled advertising mediums.

Mamaroneck (N. Y.) *Paragraph* (1).—The *Paragraph* has a larger circulation than any other local newspaper in Rye, Harrison, Mamaroneck, Larchmont, New Rochelle and Pelham Manor.

New York (N. Y.) *Judge* (1).—The widest circulated and most influential cartoon weekly in the world.

New York (N. Y.) *Modern Medical Science* (2).—It is one of the *elite* publications. The original and special feature of *M. M. S.*—the development and clinical demonstration of the victorious principle of extraneous blood supply in medicine and surgery—is in its nature, and in fact, the most interesting to physicians of all things in medical literature. It condensed news of all other modern developments in medicine, surgery and sanitation, are in professional interest unequalled.

Oswego (N. Y.) *Palladium* (1).—*Daily Palladium*, six dollars a year, 35,000 readers. *Weekly Palladium*, one dollar a year, 35,000 readers.

UTAH.

Mt. Pleasant (Utah) *Pyramid* (1).—The leading paper of Southern-Central Utah. An unexcelled advertising medium. Best results acknowledged.

IN PHILADELPHIA.

PHILADELPHIA, Nov. 18, 1897.

Editor of PRINTERS' INK:

The National Cash Register window contains a sheaf of wheat and a card which says: "Two signs of good times: Dollar wheat and (the number) registers sold during the year." A firm make clippings of newspaper ads stand out by mounting them on yellow paper with daubs of black around. A coal dealer's trolley card bears fac-similes both of his billhead and that of a doctor, and draws the comparison: "Which is cheaper, a warm home and a coal bill, or a cold house and a doctor's bill?" A can of Red Seal Lye, in imitation, is held by a hand detached from the main card, and from the motion of the car the goods appear to shake into a sink, which is represented. At the food show, Young's Baking Powder display holds a crowd through the aid of a fat boy dressed as a chef, in the back of whose coat appears in blue letters: "My mother uses — baking powder." He distributes souvenirs made by a glass blower, one at a time, and people waiting to be favored are obliged to read the words several times as he walks from one end of the stand to the other. Several chestnut burrs in N. Snellenburg & Co.'s window bear the legend: "Good things inside," which has a double meaning.

The Yukon Company utilizes the windows of a vacant store for the purpose of exploiting a line of steamers from Seattle, Wash., to Dawson City. They display one year's supplies required by the average miner, and the outfit, which weighs two thousand pounds, they state, will be carried free with every ticket purchased over their route, "which can be traveled with pleasure by miner or tourist." Several temporary rooms at Wanamaker's are fitted with Oriental goods, the walls being used for the purpose of exhibiting the original wash drawings of an illustrated edition of the Bible on sale at the store; price tickets are attached to all other articles. The New York *Journal* distributed thousands of pasteboard megaphones at the Pennsylvania-Harvard game, containing the college emblems and of course, a startling ad.

F. A. PARTENHEIMER.

IN CHICAGO.

CHICAGO, Nov. 12, 1897.

Editor of PRINTERS' INK:

A furnishing goods store displays, outside, a looking-glass, underneath which is, "How's your tie?" Advertisers quite generally played horse during the "equine exhibition" here. "The twelve temptations are not in it with these" is a clothier's window sign. The Canadian Club whisky people have covered the walls with a warning against two department stores that sell spurious Canadian whisky. "Miss Chicago" is the name that won the prize in Seltz, Schwab & Co.'s contest for a name for a new shoe about to be placed on the market. This information should be hailed with glee by the funny men who talk of Chicago's big feet. "Put this in your pipe and smoke it" is a tobacconist's intimation. "Here's suspenders, but not at 'hold-up' prices" is a window sign.

C. E. SEVERN.

APPROPRIATE.

Foreman—Old Hardscrabble, whose boy blowed into a gun yesterday to see if it was loaded, wants some poetry run with the obituary notice. Got anything to fit?

Editor—What's the matter with "Little Boy Blew?"—*New York World*.

THE KAY BAND BOOKLET.

IT MAY HAVE BEEN A GREAT SUCCESS.

Editor of PRINTERS' INK:

About a year ago we did some work for the Kutz Fibre Co.—wrote a booklet and a few advertisements. We gave them what we thought they ought to have. The booklet was satisfactory, and was accepted with no material changes. The ads were not satisfactory. The Kutz Fibre Co. didn't agree with us as to what should be said. They were paying for them, and had the unquestioned right to dictate what those ads should be. We rewrote the advertisements according to their wishes—not ours. Under such circumstances we were in no degree whatever responsible for the result. No more so than Julius Caesar or the man in the moon. If Dr. Higgins should write a prescription for a patient, and that patient should insist that he write something else, it looks to us as though the patient had himself to blame if he furnished the undertaker a job.

Now about the booklet again. Ten thousand were sent out. Only three replies came back. That's more than ought to have been expected, because the booklet was not written for the purpose of drawing out replies. It told women about a most convenient and cleanly and meritorious article to be had in dry goods and drug stores. It was an article that most women would not wish to write about, anyhow, particularly to strangers.

Dr. Higgins tells us that his article is sold in every dry goods store of prominence east of Chicago, and that the output of the Kutz Fibre Co.'s factory is so large that a force of seventy-three hands is required.

As the booklet advised women to go to these stores to buy this article, and as they are apparently doing so in great numbers, it seems as though the sending out of those 10,000 booklets was a mighty good investment.

Moss & Helm.

AN ADVERTISING TALE.

Office of
AMERICAN MIRROR WORKS,
Plain and Beveled Plate Looking
Glasses.
JNO. B. SNELL, Genl. Mgr.
BUTLER, Pa., Nov. 15, 1897.

Editor of PRINTERS' INK:

We were building our factory here this past summer and had not decided upon what roofing we should use. Various kinds and qualities had been recommended, samples submitted, etc., but we had made no choice. One morning I was awaiting an interview with a member of a large manufacturing concern, and while sitting in the general office picked up a portion of an old copy of the Philadelphia *Farm Journal*. The date was torn off, and the paper had evidently been brought in as a wrapping about some small article. However, in the remnant, I ran across an advertisement of a roofing I had never heard of. It interested me. Result: Sent for samples, circular, etc., which came and were very satisfactory. We ordered that brand for our factory; liked it; recommended it to a business friend who was building a large addition to his planing mill; he used it, and our carpenter who applied our roof thought it a good thing and secured the agency for it and is selling hundreds of square feet of the roofing in a section where it never had been introduced or heard of. That "astray" ad was certainly a winner in this case. Yours truly, etc.,

JNO. B. SNELL,
Gen'l Manager American Mirror Works.

THINKS IT A GREAT IDEA.
HACKENSACK, N. J., Oct. 30, 1897.

Editor of PRINTERS' INK:

Do you want a good trade motto fitted to your initials? If so, send on your name and business and I will have a friend of mine, who is an adept, fix you up. He says he found it out by accident. A harness dealer named Albert Smith asked him for a trade motto and he fitted him with "Always Satisfactory." My friend concedes that he has a great advertising idea and he is going to work it for all it is worth. He says the English language is flexible and accommodating enough to adjust a good business motto to any possible combination of initials, and to prove this he gives a long list of its possibilities. For instance, he turns John Jones—irrespective of his calling—into "Judiciously Just," and Edward Flynn he makes "Easily First." Dennis Terry, a furniture dealer, got from him the neat motto, "Draws Trade," and Solomon Meyer, a butcher, he fitted with the appropriate catch phrase "Sweet Meat." He says the trick is easier when the initials are three or more, or it is a compound firm name like Procter and Gamble, which he would transform into "Popular and Good," or "Perfect and Grand." Carleton & Sons he has already translated into "Cheap and Satisfactory." He thinks Geo. P. Rowell Co. should be rendered into "Great Producers of Reliable Contracts," and American Newspaper Directory should stand for "Accuracy Never Denied." When I pointed out that the *National Advertiser* denied its accuracy, my friend sententiously replied: "National Advertiser—No Account," thus proving his ability to get in his work promptly. Yours, etc.,

WILLIAM BLAUVELT.

♦♦♦
MORE FROM CHICAGO.

CHICAGO, Nov. 19, 1897.

Editor of PRINTERS' INK:

A store advertises "Klondike prices" and "our prices"; for instance, "Shoes, Klondike price, \$5.00; our price, \$3.00." An ad printed on a tag is headed: "Tag this to your memory." "We live through our customers and we live for them," is a sentimental shopkeeper's sign. A restaurant says: "Whether your check is one cent or one dollar, we want to serve you." "Take your pick," is a card above a toothpick holder. "People of any color are treated white here," is a window sign. Some saloons are called "Thirst parlors." "Winter underwear under price," says an ad. "Is the best too good for you? Not at our prices," is a sign. "Rich goods at poor prices," announces a placard.

C. E. SEVERN.

♦♦♦
SOME DUPLICATION IS UNAVOIDABLE.
ELKIN, N. C., Nov. 19, 1897.

Editor of PRINTERS' INK:

I have thus far received three copies of the November issue of *Comfort* and am expecting three more before the month closes. I generally receive three or more copies of *Comfort*, the *Heartstone* and *Hearts and Home* every month and am not a subscriber to either publication. Is this the manner in which they obtain their enormous circulations? All of them are addressed with pen. Very truly yours,

WALTER B. BELL.

♦♦♦
OTHERS' EXPERIENCE.

Other advertisers' experience is a good thing when used intelligently, and a very dangerous thing when used indiscriminately.—*Advertising Experience.*

INVITING.

NEW YORK, Nov. 17, 1897.

Editor of PRINTERS' INK:

I inclose you an advertisement from the **Fresh Pond Crematory** open every day for the year for business and visitors.—U. S. **Cremation Co.**, 62 East Houston st., New York.

New York Sun, which seems to me to have rather a curious atmosphere about it.

H. O.

♦♦♦
THE TRADING-STAMP PLAN.

The plan is for the retail storekeeper to buy the stamps from the trading-stamp concern and give them to his customers, who when a certain number of stamps have been acquired can exchange them for premiums at the store of the trading-stamp company. The storekeeper pays for the stamps at the rate of \$4.95 for 990 stamps, or $\frac{1}{2}$ cent per stamp. He is supposed to give a trading stamp for every 10 cents' worth he sells, so that he gives for each \$99 worth of goods sold stamps which cost him \$4.95. In return for this outlay he obtains a certain amount of advertising and is enabled to present the attraction of "something for nothing." The trading-stamp concerns maintain one or more branch stores in each city in which they operate. In these stores no goods are sold, and the articles shown, instead of being marked with a price, bear a card usually reading, "one book." This means that the article will be exchanged for one book of stamps. The books are circulated by the trading-stamp company, whose interest it is of course to have them in as many hands as possible. They contain an explanation of the system, a directory of the concerns in the city or district giving trading stamps, and a number of pages divided into squares into which the number of stamps are to be pasted. Each book contains 990 squares and when completed represents an expenditure of \$99. The holder of the filled book can exchange it at the trading-stamp store for a number of articles, such as tables, rocking chairs, desks, pictures, musical instruments, lamps, etc. It is thus easily seen that the system is a co-operative one between the trading-stamp company and the storekeeper, the storekeeper indirectly pushing the goods of the trading-stamp company and the latter attracting customers for the merchant.—*Dry Goods Economist*, New York.

♦♦♦

THE HORSE SHOW CATALOGUE.

The catalogue of the Chicago Horse Show, now in progress, is said to contain about \$15,000 of cash advertising. What does this mean? It means that this amount of advertising money has been subtracted from the amount which would otherwise have been expended in legitimate advertising mediums, and has been "thrown to the winds." It means that another big grist of present and possible advertisers will look in vain for results from this foolish expenditure, and will become disgusted with the whole subject of advertising. There are numerous business men who loosen their purse strings only for such schemes as this and then howl about advertising being a miserable failure. When will advertisers of this sort learn to apply their common sense to their advertising? When will they learn to treat this branch of their business as they do their other investments?—*Advertising Experience.*

♦♦♦
KLONDIKE mining advertisements should present good "claims."

NOTES.

An English doctor actually had the temerity to advertise for a suitable business motto. This one was sent in and should have got the prize, but it didn't: "Patience and long suffering."

A LOCOMOTIVE, in miniature, with several cars attached, running on a circular wooden track, is the attraction in the window of 491 Broadway, and it draws large crowds of passers-by.

ROWNTREE'S, the cocoa manufacturers, use large spaces in the weeklies and surround their ads with a border of cups and saucers in double rows, which have a very striking effect. The cups in the border number 120, and the catch phrase in the center of the ad is, "120 cups from a 1-lb. tin—count the cups and count the cost."

THE James Pepper Whisky Co. have a store on Upper Broadway, New York, and in their window appears the strangest and yet the most attractive advertisement in the city. This is a living lion in a cage. It belongs to Henry E. Dixey, the magician, and is used by him at the theater in his nightly performance. The animal is fed frequently during the day in full sight of the large audience that congregates in front of the window. Leo consumes sixteen pounds of raw beef daily, with several gallons of water.

MESSRS. COHEN & CO., corner of Nassau and Ann streets, are sending out by mail some original matter that deserves mention. A lot of samples of cloths used in making up suits are fastened by a strong cord to a stiff cardboard. Attached to the same cord is an oblong piece of isinglass gilded over, except the form of a suit as made up, but transparent within that form. By placing this over any one of the samples, the prospective purchaser can see how any one of the samples would look when made up. This is a novel device, as honest as it is clever, and is sure to command itself to other dealers in men's clothing.

THE Columbian County Newspaper Association was formally organized at Salem, Ohio, on November 13th, at which fourteen out of the seventeen newspapers of the county were represented. It was unanimously agreed that the organization should be similar to the "Associated Ohio Dailies," and the recommendation was made that county organizations of this character be formed throughout Ohio, each to co-operate with the "Associated Ohio Dailies," the "Ohio Editorial Association," and other similar organizations in the State. The constitution adopted at the meeting on the 13th states that the object of the organization is to associate together the publishers of Columbian County for mutual benefit; for protection against the encroachments of unprofessional competition. Regular meetings of the association are to be held at least twice each year.

RAILROAD advertising should be run on the best lines.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

OUR \$1 half-tone print perfectly; get proofs. BUCHER ENG. CO., Columbus, O.

PERFECT half-tone cuts, 1 col., \$1; larger, 100 per in. ARC ENGRAVING CO., Youngstown, Ohio.

PRINTERS' INK.

CARTOONIST desires position on newspaper; good on portraits; also in covering assignments. "A 36," Printers' Ink.

ALL order men, write for our proposition: clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

GENTS wanted. Free samples. One of our agents earned \$4,200, several over \$1,000 in 1896. "FACTORY," P. O. 137, New York.

EDITOR—Young man, several years' experience; highly educated; now departmental editor of leading weekly, desires position which will occupy time more fully. "L," Printers' Ink.

WANTED—Advertisers to see our 36-page SUN DAY NEWS. Largest and best in Youngstown and Mahoning Valley. Sample free to advertisers. Rates 25c. inch each insertion. Address C. M. SHAFFER CO., Youngstown, Ohio.

\$7,800 GIVEN away to persons making the greatest number of words out of the phrase, "Patent Attorney Wedderburn." For full particulars write the NATIONAL RECORDER, Washington, D. C., for sample copy containing same.

OPEN TO MAKE A CHANGE—A well-known New York advertising man is open for a change. He has made a success of his present position, which is that of advertising writer and manager of large retail Broadway house. One hundred dollars a week will secure his services. "BUSINESS," care Printers' Ink.

PRINTERS. PRINTERS. PRINTERS. Take orders for my elegantly designed and engraved lithographed letter-head plates for your patronage and secure the order for their premises. Price \$7.50. Business men want special designed plates of their own, not stock plates. Sketch submitted. Give wording.

W. MOSELEY, 34 Hill St., Elgin, Ill.

NEWSPAPER METALS.

HONEST electro, stereo, and linotype metals. E. W. BLATCHFORD & CO., Chicago.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

MAIL ORDERS.

NEW illustrated catalogue for the mail-order business just issued. Send for sample and terms to T. J. CAREY & CO., 24 City Hall Place, New York.

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

SPECIAL AGENTS.

If you are thinking about having your paper represented in the Eastern advertising field consult H. D. LA COSTE, 38 Park Row, New York. Special Newspaper Representative.

INFORMATION.

WHAT is it you want to know? Send \$1 with inquiry. Established 1897. ASSOCIATED TRADE AND INDUSTRIAL PRESS, Research and Inquiry Department, Washington, D. C.

ADDRESSES AND ADDRESSING.

30,000 CHOICE names, all 1897 orders. Mail matter carefully and correctly addressed at very low rates. Get them. Satisfactory bank references. R. R. FISHER, Freeport, Ill.

ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time write to the GRO. P. HOWELL ADVERTISING CO., 10 Spruce St., New York.

MANUFACTURERS, Jobbers, retailers. We can help all of them. Let us tell you how. THE WHITMAN COMPANY, 37 Nassau St., New York.

FOR RENT.

WE have for rent, at 10 Spruce St., two connecting rooms, one large and one small. They are well lighted and the place is an office in the building. Size of large room, about 20x24; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

SUPPLIES.

VAN DIBBER'S
Printers' Rollers.

ZINC for etching. BRUCE & COOK, 100 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

PRINTERS.

DEPARTMENT of Profitable Publicity of the W. B. Conkey Co., E. A. WHEATLEY, Director, 341-351 Dearborn St., Chicago.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

BEST collection of advertising cuts in U. S. Catalogue 10c. THE SPATULA, Boston.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

IF you have an idea for an illustration to be used in your own business, tell us what it is and we will submit pencil sketch free. If you haven't the idea, we will furnish that too. See our advertisement under "Advertisement Constructors," in this issue of PRINTERS' INK. NEW YORK BUREAU OF DESIGN, Vanderbilt Bldg., New York City.

ADVERTISING NOVELTIES.

WANT to spend a little money on your customers at holiday time? Use my desk calendar. Any number made. Write H. D. PHELPS, Ansonia, Conn.

ADVERTISING NOVELTIES wanted by a mail order house. Novelties must be a genuine novelty—practical and useful in every-day life. MAIL ORDER HOUSE, care Printers' Ink.

For the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

A GREAT attraction. Where used for advertising purposes we will furnish our patent bubble blowers at actual cost of making. Samples free. BALLOON BUBBLE CO., Rochester, N.Y.

FOR SALE.

EIGHT-PAGE weekly, with job printing and binding, in N. Y. town of 10,000. Est. 10 yrs. County patronage. "PY." care Printers' Ink.

\$1,600 BUYS paying weekly, with job of office, in prosperous N. C. town of 3,000. Good reasons. "CASH I." Printers' Ink.

PROSPEROUS weekly newspaper in best country seat town in Western Oregon. Does all the county work. Cheap, if sold soon. Cause, ill health. Address "OREGON," Printers' Ink.

A WAY—A cheap and effective way of adding from two to five hundred new names to a country newspaper's subscription list. That way is my way. Seven years' experience in soliciting. A plan of work based on successful experience against competitors is yours for one dollar. What I have learned at the expense of hundreds of dollars is yours for one. Country people read most in winter—the time is now ripe to call on them. If you are interested, write me. Will answer questions and make suggestions relative to your particular case, without extra charge. Address E. MOSLOW, Ad-Writer, Box No. 7, Minneapolis, Minn.

ELECTROTYPE.

GETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next advt., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE Brockton, Mass. Circulation 7,500.

A DVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ. 3,500. Close 5th. Sample free.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

A NY person advertising in PRINTERS' INK to the amount of \$16 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 8,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

L EADING newspapers in Southwestern Ohio (outside Cincinnati), DAYTON MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

R EPUBLIC-JOURNAL, Littleton, N. H.: largest circulation and best paper in State north of Concord; 2,800 guaranteed; rates low, but firm; service the best.

PUBLISHED 23 to 78 years, they have the loving confidence of over 500,000 religious homes. Write to THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa.

I F you are a manufacturer and desire to reach the largest retail trade, advertise in the DEPARTMENT STORE JOURNAL and GENERAL STORE REVIEW, monthly, \$1 per year, 271 Broadway, N.Y.

T HE TIMES-UNION, of Albany, N. Y., is a wide-awake newspaper, printing all the news promptly and accurately. Its circulation exceeds that of all the other Albany dailies combined. JOHN H. FARRELL, editor and proprietor.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$150. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. LIPPMAN BROS., Lippman's Block, Savannah, Ga.

T HE NEW YORK MUSICAL ECHO is the prettiest musical publication in the world. Thirty-six full size sheet music pages of the prettiest vocal and instrumental music of the day. It also contains eight portraits of pretty actresses and musical celebrities. Send ten cents and get all postage paid, or send twenty cents and get seventy-two pages and sixteen portraits.

The New York MUSICAL ECHO is the best advertising medium for the money. It has a guaranteed monthly circulation of 18,500 copies.

Address Southern Branch New York. Musical Echo Co., 163, 165 and 169 Congress St., Savannah, Ga.

ADVERTISEMENT CONSTRUCTORS.

D I X E Y.

C HARLES F. JONES.

"A SK LEWIS ABOUT IT."

L EWIS makes medical ads pay.

L EWIS' address is PENN MUTUAL BLD, Phila.

C HARLES F. JONES, World Building, New York.

The *Massachusetts Editor* is having a controversy with GEORGE P. ROWELL & Co. concerning the AMERICAN NEWS-PAPER DIRECTORY and the alleged unfairness of the rating of newspaper circulation. It has been our observation that the paper which was honest in giving its circulation in form as required by the Directory has never had cause for complaint. The paper which does not do this, either from neglect or dishonest motives, is the one which has a complaint to register.—*The Nebraska Editor, October, 1897.*

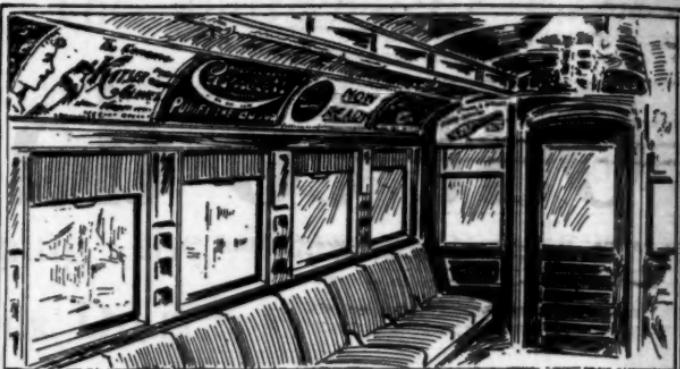
Out to-day

(December 1, 1897.)

A new issue of the American
Newspaper Directory is ready
for Delivery, revised and cor-
rected to December 1, 1897;
price \$5; sent to any address,
carriage paid, upon receipt of
price, \$5.

ADDRESS

GEO. P. ROWELL & CO., PUBLISHERS,
10 Spruce St., New York.



**YOU GET DISPLAY,
RESULTS,
ON BROOKLYN'S
BEST ROAD**

**THE ONLY REAL "L" ROAD
ADVERTISING IN AMERICA.**

**CARDS AND POSTERS LARGE
ENOUGH TO BE UNAVOIDABLE.**

ADDRESS FOR RATES:

**Geo. Kissam & Co.
253 Broadway, N.Y.**

f you want

Real Elevated Railroad Advertising
put your card in the cars of the

BROOKLYN "L"

t covers 27 Wards of Brooklyn.
is the original road to adopt large racks.
gives the most display for least outlay.
is conducted by experienced parties.
gives service equaled by none.

Now that prosperous times are on us, get in if you want to have a display in Brooklyn that nothing else can give—and the price, all cars or stations, is \$100 per month.

How can you beat it?

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

1st Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

2nd For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

3rd Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number of same rate.

4th Publishers desiring to subscribe for *PRINTERS' INK* for the time above, paid in advance, or on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, DECEMBER 1, 1897.

IT is the impression among advertising agents that *Munsey's Magazine* would decline an advertising order conditioned upon proof being furnished of the number of copies issued.

IN the absence of official or personal knowledge concerning the circulation, politics, etc., of newspapers, the offices of the United States Treasury Department depend upon the information furnished by Rowell's American Newspaper Directory. This is official.

WHEN an advertisement is small its effectiveness is vastly enhanced by being placed with others of the same general character, and this perfection of classification is only to be looked for in the daily paper: except, perhaps, in the case of school advertisements, to which some monthly magazines pay unusual attention.

THE Polyglot Publishing Company, of St. Louis and New York, issues a little primer for advertisers, and asserts among other things:

99,000,000 of the population of the United States are foreign born or born of foreign parents.

There are millions of people in the United States who do not read anything except in their own mother language.

There are many millions who are able to read English, but who prefer to read in their mother tongue.

They are a tremendous army of buyers; to make articles known to them the only means is to advertise in the papers printed in their own tongue.

There are only about 800 good newspapers published in foreign languages in the United States, and only 15 high-class magazines.

The business man who wants to sell his merchandise to foreign-born people can not do it satisfactorily without advertising in their magazines and their papers.

THE price at which a publication is sold has an important bearing. It is true that a high selling price commonly insures a small edition, and it is mainly by the number of copies that the advertiser must gauge the capacity of a paper to benefit him; but where a large issue and a high subscription price are found in conjunction, that is the best advertising medium, whether issued frequently or seldom.

IN this issue of *PRINTERS' INK* is published a protest filed with the Secretary of State by the Seeger & Guernsey Co., of New York, against the practice of the Bureau of American Republics of soliciting advertisements from merchants for insertion in its publications. The publications of the Bureau are printed at the government printing office, and are carried through the mails without payment of postage. The government book, it seems, competes with one previously conducted by the Seeger & Guernsey Co., covering the same field, and as these gentlemen must pay not only for getting their book out, but for its carriage through the mails as well, they find such competition anything but encouraging. The case raises several interesting questions, as can be seen by reading the protest.

IT is an understood thing in the trade that the proprietary articles known as Hall's Hair Renewer, ostensibly put up at Nashua, N. H., and Ayer's Hair Vigor, actually put up at Lowell, Mass., are identically the same thing. It is a further interesting fact that both trade-marks belong to the J. C. Ayer Co., of Lowell, and both are advertised by that company, the amount of money devoted to one being just about the same as that devoted to exploiting the other. This suggests a curious problem for advertisers: How is it that a man may make a profit in running an opposition to himself? When the above story was related to a canvassing man for the Geo. P. Rowell Advertising Co., he said that he once visited an advertiser in Central New York who had a hair renewer and a cure for the whooping cough, for each of which he had some sale, and all the bottles, whether for hair renewer or cough cure, were filled from the same tank. It was something not unlike crude petroleum, and really was rather good for either complaint.

A DEAD advertisement, or one that stands from season to season without change, excites the reader's detestation both for itself and for the sheet in which it appears, and standing, stereotyped advertisements are more common in weeklies than in dailies, because, although the daily charges less in proportion to circulation, its more frequent appearance makes the advertisement cost more per month or by the year, and on that account the advertiser gives the daily more care and is less likely to forget about and neglect his advertisement in it.

ON THE LIBERAL USE OF THE BEST MEDIUMS.

CHICAGO, BURLINGTON & QUINCY RAIL-ROAD COMPANY.
BURLINGTON ROUTE.
Passenger Department,
200 Adams Street, Chicago.
P. S. EUSTIS, General Passenger Agent.
CHICAGO, Ill., Nov. 19, 1897.

Editor of PRINTERS' INK:

Considering only display "sign-board" advertising in newspapers, I would like to invite discussion in your paper as to whether advertising on a small scale brings the same result proportionately as advertising on a large scale. If an expenditure of \$100,000 in a certain line of advertising brings a result of 100 units of value, will an investment of \$10,000 in the same line produce 10 units of values, or that approximately, and if not, why not? Yours truly, J. R. GRIFFITHS.

An expenditure of \$100,000 in mediums in which \$10,000 has been profitably spent will generally produce more than ten times as much result. An advertiser may, however, profitably spend \$10,000 in the best daily papers in New York, and then fritter away \$90,000 on all sorts of media and schemes in such a way that the \$100,000 when spent would not produce either ten times as much as the \$10,000, or even three times as much. If, however, after having spent the \$10,000 in the papers best adapted to his business, the advertiser should take the remaining \$90,000 and expend the whole in the tried mediums, he would generally find that every dollar spent would be more productive than the preceding. The later dollars would go into ground fertilized by previous expenditure, and made thereby more responsive to cultivation. The most liberal advertiser in publications of the best class is the one who is most certain to get his money back and a profit thereon. Every newspaper finds that the most liberal patron is the one most likely to renew and enlarge his contracts.—[ED. P. I.]

IMPOSSIBLE TO REACH EVERY-BODY.

OSSWEGO, N. Y., Nov. 23, 1897.

Editor of PRINTERS' INK:

I have read Mr. Rowell's views of "The Relative Advertising Value of Daily and Weekly Publications," as printed in your issue of November 17th, and am surprised at the sweeping character of some of the statements, as for instance when he says: "There is not a weekly paper in existence to-day, aside from the class journals, that a judicious advertiser can afford to use." It seems to me you overlook the fact that the country weeklies are taken to a large extent by subscribers who do not take any daily. I know that such is the case in the country districts of Oswego County and neighboring counties of Wayne, Cayuga and Oneida. Of the 5,000 and more subscribers for the Oswego *Semi-Weekly Times* there are certainly at least 1,500 who do not take any daily from one year's end to the other, and probably 2,500 who only occasionally get a daily paper. I assume that this is true to a greater or less extent of the weeklies and semi-weeklies published in many parts of this and other States. How could an advertiser reach these people if he only advertises in the dailies?

PUBLISHER "TIMES."

The advocate for the daily paper as surpassing all others would say that he did not overlook the fact that country weeklies are taken to a large extent by subscribers who do not take a daily, but he believes that the proportion of country people who do not see a daily is very much smaller than it was a few years ago. He also believes that the country people who do see a daily are the more intelligent, the more prosperous, the more likely to buy, therefore the more valuable for the advertiser. No advertiser reaches all the people. The advertiser who reaches half of them does well. By using the daily papers he can reach half the people for a much smaller sum of money than he will have to use if he puts his advertisements in weeklies instead. To reach the other half of the people, or even one of the other two quarters, the advertiser must address them through weeklies, and the cost to him will be very much more than the cost of reaching the first half through the dailies. The advocate for daily papers says, therefore, let the advertiser put his advertisement in the daily paper. Let him put it bold and strong and so work it up and enthuse the readers of the daily papers that those other unfortunate people who don't have a daily will imbibe and absorb the enthusiasm and the requisite information from those more energetic, more fortunate, more prosperous people who do read a daily. There are a whole lot of people who don't read any paper, there are a

whole lot of other people who can't read; there are some men and women who are blind. Still the advertiser does succeed in reaching all of these in one way and another, and he reaches more of them by advertising in the daily paper than he can at the same cost by advertising in any other medium.—[ED. P. I.]

THE DAILY IS ON TOP.

Office of
"THE WEEKLY JOURNAL."
All printed at home; six-column quarto;
guaranteed first circulation in the
county; published at Hed-
rick, the best town in
Keokuk Co., Ia.
R. S. Martin & Sons, Publishers.
NOVEMBER 18, 1897.

Editor of PRINTERS' INK:

In PRINTERS' INK of November 17
Mr. Geo. P. Rowell says:

Gentlemen, if you would advertise and become wealthy, spend your money with the daily paper. If your money for advertising purposes increases, put that also into the daily paper. If you must go further, use the well-printed monthlies. There is not a weekly paper in existence to-day, aside from the class journals, that a judicious advertiser can afford to use; for there are dailies enough to absorb his appropriation, and for every dollar he will invest, the daily gives greater and better service than the weekly can afford.

With all respect for Mr. Rowell, is it not possible that he is mistaken? He is in New York, and may speak for the situation there, but here in Iowa, for instance, we must emphatically dissent from his statements.

Taking the field under our personal view, that covered by the *Journal*, there are hundreds of well-to-do desirable farmers who do not take or read a daily. Some of them take only the *Journal*, while many take three or four weeklies. The trade of these families is first class, but what chance would the advertiser have to gain it who took Mr. Rowell's advice and used the dailies only?

Mr. Rowell may be correct in his view with relation to large cities, but in cases like this—and there are many similar—the advertiser must use the weekly to reach the country.

R. S. MARTIN & SONS.

The average circulation of the Hedrick *Journal* was 1,042 during the first six months of 1897, or about 55,226 copies circulated in a year. A five-inch ad one year in the *Journal* would, according to its rate card, cost \$20. Hedrick is fifteen miles northeast of Ottumwa, where the Ottumwa *Courier* is

published, daily and weekly, with a circulation of 2,381 for the daily and 2,961 for the weekly, or 899,805 copies in a year. To insert a five-inch ad a year in these 899,805 copies would, according to the rate card, cost \$112.50. One circulation is sixteen times as large as the other yet the price for the same service is only a little more than five times as large. Nor can it be claimed that the weekly paper offers better service, for the people who read dailies are usually the most progressive ones in a community and most responsive to advertisements. It is probable that quite a large number of the Hedrick people, and the best class at that, read the Ottumwa daily. The object of the modern advertiser is not to reach everybody, but to reach all who can be reached at a price that is worth paying. For this purpose he finds the dailies ideal, because, circulating in densely populated territories, they reach so many people that they are the cheapest media to be found. The weekly is good, doubtless, but it costs too much.

We have to think more of the character of the advertisement than of the frequency of issue of the medium to be considered. No one would put a want or to let advertisement in a monthly. Even a weekly would not be used if a daily were available. These are examples of sorts of advertising for which monthlies and weeklies are unsuitable, but there is no kind of an advertisement that is not well placed when it appears in a well chosen daily.

A PAPER that is well printed is on that account of more value to an advertiser than on account of any infrequency of issue. It is true that there is a well founded prejudice against super-calendered paper and extra fine press-work, because these are earmarks that indicate a small edition, but given editions of equal size, the handsomely printed publication, on good paper, is worth more than the poorly printed one on bad paper. A cleanly printed daily is better thought of, and more thoroughly read by its purchaser, than a dirty, smudgy, weekly; and to-day the average daily is as well printed as the average weekly. The great number of badly printed monthlies that are put out would surprise the person who should attempt to make a collection of them.

THE PRESENT UNSATISFACTORY
CONDITION OF THE ADVERTISING
AGENCIES.

The Shipping and Commercial List and New York Price Current, of New York City, which is the oldest commercial paper in America, having been established in the same year that John Jay made the famous commercial treaty with England (1795), and which is soon to be issued as a daily, is sending to advertising agents a list of questions, the answers to which are to be incorporated in a "report of the condition of trade," to be published in the *Shipping and Commercial List* of January 3d. The Little Schoolmaster, having read the questions and the replies sent in by the Geo. P. Rowell Advertising Company, and thinking that they might be interesting to his pupils, reproduces them here:

1. Does your business for this year show an improvement over 1896?

It does not show an improvement except that the prospects for business are brighter.

2. What is the percentage of increase or decrease in the volume of your business for 1897 as compared with 1896?

There is no appreciable increase.

3. Is business generally in your line in better condition than it was a year ago?

It is better because the prospects are better.

4. What is the outlook for 1898?

It is brighter than it has been at any time within seven years.

5. General remarks, personal views and suggestions regarding the development of business in this line:

The trouble with the advertising business at present, as felt by the general advertising agents, is that the rates of commission allowed by the newspapers, while ostensibly very large, *unreasonably large*, are based upon inflated schedules of rates that are so high as to allow the newspapers to get for their space more than the space is worth even after the commission has been deducted. As a result, publishers are careless as to who gets the commission, and the advertiser who asks that it be allowed to him on direct contract has little difficulty in having his request acceded to. This, of course, does not tend to make the agency business a bed of roses, and induces the agents to divide commissions with such customers as the tendency of the times allows them to retain. The remedy would appear to be a material reduction in the rate of commission

allowed, and an effort to confine agents' commission to the people who really are agents in good standing, and thus cause the business of these to be built up and to stand upon a more solid foundation than at present. In the end the best newspapers benefit by such an arrangement, because the advertiser who starts out under the guidance of a competent agent is likely to spend his money more judiciously, and as a consequence, to invest more money in the newspapers eventually, than he who trusts to his untrained judgment.

THE best paper frequently gives more service for a dollar than the next best one can offer for three dollars. It is wiser then to extend your advertising with the best papers rather than take on others that are not so good. The man who has the largest, boldest advertisement is generally the man who gets back most quickly his entire advertising outlay.

AMERICAN

COLONIAL TRACTS

MONTHLY

NUMBER ONE	MAY 1897
A DISCOURSE CONCERNING THE DESIGNED ESTABLISHMENT OF A NEW COLONY TO THE SOUTH OF CAROLINA, IN THE MOST DELIGHT- FUL COUNTRY OF THE UNIVERSE. BY SIR ROBERT MONTGOMERY BARONET, LONDON, 1725.	
PRICE 25 CENTS \$3.00 A YEAR	
Published by GEORGE P HUMPHREY ROCHESTER N Y	

THE *Inland Printer* reproduces this cover page, and says: "For simplicity, balance and harmonious treatment, it is to be commended. This design shows what may be accomplished even by those who think they have no material from which to get up a good job."

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of *PRINTERS' INK* may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. *PRINTERS' INK* "pays the freight."

A new idea has been developed by the *Daily Telegraph*, of Macon, Ga. They offered a page ad free to the merchant having the best decorated show window on a certain day in November.

The prize was awarded to Beeland, the jeweler, and the space was fairly well used.

In the center was a picture of the window that won the prize, and on each side of it were a few prices. There is a good deal too much talk in the ad and not enough prices. At this time of the year a large jewelry advertisement ought to be just as full of prices as possible.

The illustrations should generally be pictures of the goods that are offered for sale. I believe that most people are interested in pictures of jewelry. I think very few have sufficient strength of mind to lay down a jewelry catalogue without running through it more or less thoroughly.

Jewelry windows generally have spectators in front of them. And the best kind of a jewelry advertisement is one that will come nearest to placing the actual goods before people.

* * *

I have received from H. R. Clissold, publisher of the *Bakers' Helper*, of Chicago (probably the most successful trade paper in its line), the following inquiry:

"My attention has been recently directed to the question of the effect upon the mind of the advertiser of the frequent insertion of write-ups in a journal. In your opinion, is the standing of a journal as an advertising medium raised or lowered by the insertion of these paragraphs?"

The matter of write-ups in trade journals is one that is pretty hard to decide. If I were running a trade journal, however, I should make this rule: That I would not, under any circumstances, insert a paid write-up, or agree to the insertion of a complimentary write-up in consideration of a contract for display space.

At the same time, I should certainly look for the opportunity to give the

news about my advertisers. For instance, in your case, I should say that a rather novel booklet which has just come to me from the Hubbard Portable Oven Co., of Chicago, ought to entitle them to a notice, simply mentioning the booklet as a matter of news. I should compliment them on the way it is written, and say as much about them as I pleased.

If it should happen that the notice turned out sufficiently impressive to create a desire on their part to buy copies of the paper, I can see no reason why they shouldn't be permitted to buy them, but I would not make this a condition of the write-up in any way.

A safe rule is to put into the paper write-ups that you believe will be as interesting to your subscribers as any other part of the paper, and to exclude all write-ups that do not come up to that standard, in no case receiving directly pay for the write-up.

A paper that is perfectly independent in matters of this kind always has the respect of the advertisers in its field, and I am sure is likely to prove a better advertising medium for them than the paper that is very free with its write-ups. This is particularly true when a paper uses its write-ups to produce an income.

In giving a write-up of this kind I should never consider whether the concern mentioned was or was not an advertiser in my paper. If the item is news it ought to be printed, no matter who it helps. If it isn't news it ought not to be printed, no matter who it helps.

I once knew a haberdasher, who said within his heart that the newspapers didn't pay, and a misguided editor, who sought to set him straight.

The haberdasher had a good store, a good clientele, up-to-date goods and \$12.50.

The editor had a good paper.

The haberdasher took his \$12.50 to the editor, and bargained for a three-inch space for a month—this was a small town—to be run at the top of the column on the best page, sur-

rounded by all reading. The editor ought not to have done this, but he was bound to convert the necktie man.

The editor also wrote the ads, and they were good ads.

Next week a man came through that town selling bright blue enameled signs, of the kind that mark the stations on the elevated roads in New York City. They were beautiful signs.

The salesman knew his business—which was to sell signs—and before he left he had sold the haberdasher \$375 worth of his signs.

The signs were all right. They would be a good thing for Mr. Hood to use in supplementing the other methods with which he makes public the virtues of his justly celebrated sarsaparilla. The trouble was that they were disproportionate for my friend the haberdasher. It was like the steamboat with the three-foot boiler and the five-foot whistle. When the whistle blew, the engine stopped.

And the end of the month the haberdasher stopped his ad in the paper. He said he had spent \$387.50 for advertising that month, and hadn't got enough return to justify it.

**

TIFFANY & CO.,

Cutters of and Dealers in Diamonds and Precious Stones,

invite an inspection of their remarkable collection of gems, pearls, precious and semi-precious stones, now on exhibition.

Many of the latter are not generally current among jewels, but are highly interesting to collectors, connoisseurs and students of mineralogy.

A large number of gems are also shown in their natural state—i. e., before being cut or polished.

Union Square - - New York.

As an example of an interesting, business-like, sensible advertisement, I reproduce this one of Tiffany's, published in the New York *Sun* of November 22.

Of course all stores can't advertise just as Tiffany does, but all stores can make their ads interesting and business-like. Almost any jewelry store can publish an advertisement modeled after this Tiffany ad, and can improve on it by giving the ad some special and distinct point.

Ordinarily I think an advertisement should be a little bit stronger in the way of invitation. Of course the dignity of the Tiffany business must be

upheld at all costs, and Tiffany's advertisements, to be characteristic, can do no more than make a simple announcement.

The salesmen at Tiffany's will tell you, "We never ask any one to buy." The theory is that the salesmen are there simply to show the goods and answer questions, and that even in making suggestions they must be very circumspect and not urge a purchase.

That's very good for Tiffany, but there's only one Tiffany.

**

LOGAN, O., Nov. 12, 1897.

Inclosed you will find some ads written by myself. The display is poor in most of them, so, outside of display, are they any good? They were run in two papers and changed every two weeks and brought results that were good. I am not satisfied with them, however, and don't know exactly what to do next. If PRINTERS' INK can advise me I am willing to try again. Thanking you for any candid opinion you may express, I am yours respectfully,

ARTHUR F. WILSON.

Mr. Wilson is mistaken. The display in his ads is good. In some of them it is better than in others.

The space used is about five inches double column, and the ad is inclosed in a black pica border.

One of the best of the ads is the one for Work & Son, which I reproduce:

Points for the Farmer's Wife.

EGGS.

Some hens lay 120 eggs in a year. Say your hens lay 72. The average market value of eggs is 9 cents. You have only to have 14 hens, sell their produce, and you have \$7.36.

BUTTER.

Some cows' product yields over a pound of butter daily. Say your cow yields 3-4 pound. The average value of butter is 12 cents. In eight months she will net you \$21.00.

We sell a good stove with drop feed door, double oven doors, projecting front, draw hearth, dump grates, 20x20 shelved oven, extra heavy lined fire box. **\$7.00**

We sell a mighty good cook stove, drop feed door, large fire box, flat grate, large hearth and flues, heat regulator in oven doors, oven and tea shelf, towel rod and fine nickel trimmings, for **21.60**

Why not buy a good stove and repay yourself in this way? We guarantee our stoves. They are built to require less fuel. The oven heat is regular. They are quick yet reliable. They are what every housekeeper deserves. They are what she should try to have. Come and see

R. R. WORK & SON.

The display, of course, could be improved, but it is good enough. The ad will probably be seen by the people whom it is likely to interest, and if they see it and read it, it will certainly make a good impression.

It is wise to figure things out very plainly for the average reader.

I have talked to a great many trade paper publishers, and most of them have bewailed the fact that they can not get the general advertiser to see the value of their medium. When they attempt to go after the general advertiser they make the greatest mistake of their lives. The trade paper should represent its trade, and should charge such a high rate for outside advertising that it would be impossible for the outsider to get into it.

I talked with a publisher of a leading insurance journal some time ago and I criticised him for publishing bicycle ads, hotel ads, business college ads, and other ads of enterprises entirely foreign to insurance. He thought he was ahead on the bicycle ad because he had traded space that would otherwise have been unoccupied for bicycles that would otherwise have been unoccupied. He figured that he was two or three hundred dollars ahead on the deal. Maybe he was, but whenever I see a trade paper that contains advertising foreign to its chosen field I begin to doubt that it is a representative organ.

The subscriber to a trade paper is entitled to find in that paper nothing but matters pertaining to the trade it purports to represent. I think the insertion of foreign advertising in a publication of this kind lessens its value to its regular advertisers in its own trade.

The *Iron Age* is pretty generally looked upon as the best trade paper property in the United States, and it holds this position largely because it has become a sort of directory for the iron and steel industries of the country. Any one interested in these things turns naturally to the *Iron Age* and finds in it nothing that does not pertain to its field. If it were full of outside advertising it would soon lose its prestige with its own trade, advertising space in its columns would become less valuable to men in its own line, and, in the long run, it would lose a lot of money.

* *

The circulation of a magazine means different things to different advertisers. For the man with a one-inch ad 500,000 circulation doesn't mean that anything like 500,000 people will see his advertisement. The man with a four-page reading inset has the practical certainty that if the magazine has 500,000 circulation his advertisement will be seen by 500,000 people. (For the sake of simplifying matters I will leave out of consideration the theory

of five readers to each copy. The proportions would be just the same, no matter whether there was one or ten readers for each magazine).

The question isn't so much how many copies of the advertisement are going to be printed, but *how many copies are going to be read*. It is only the copies that are read that are going to do any good, and if any great proportion of the copies of an ad are to be read it must in some way be given prominence. The easiest way to give it prominence is to make it large, but even this is not always sufficient. The advertisement should not only be large, but it should be striking and attractive in design. A page advertisement, strikingly displayed, is pretty sure to reach all of the readers of any one of the leading magazines. A quarter-page ad does not have one-fourth as good a chance. * *

Mr. Stanton Palmer and Mr. Louis H. Ellinghausen have issued a very handsome and artistic booklet advertising their business as writers of dental advertising.

The title is "Ethical Advertising," a caption that certainly will make the really ethical dentists shiver.

I think Mr. Palmer has made a very much better book than his field of endeavor will justify. His field is small. There are perhaps 27,000 dentists in the United States. I should think three-fifths of these dentists are governed by the code of ethics and do not advertise. I believe it is safe to say that half, if not more than half, of the advertising dentists are not prosperous.

I don't believe that dentists generally are good business men, and where one succeeds in business one hundred make a failure of it. When a dentist begins to advertise, he becomes more of a business man than a professional man. The combination is a pretty hard one, and he finds it difficult to make ends meet.

Mr. Palmer writes well about himself, and he writes good dental advertising, but I am afraid he is wasting his talents on an unfruitful field.

The cover of this booklet is one of the most pleasing things I have seen recently. The color scheme is perfect. The paper in the cover is a very light olive green, and is rough. The inks used are a dark olive and a light brown, and the booklet is bound with a heavy silk, yellowish-green cord tied in a bow-knot.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

I am in receipt of an oddity in retail advertising from High Point, N. C. From the paper sent me I should judge that Mr. L. J. Ingram is one of the merchants of High Point. His advertisement is used in a space of six inches double column and printed at the top of one page of the High Point *Citizen*. The advertisement itself is an imitation of a local paper called the High Point *Hustler*, and is dated to correspond with the date of the paper in which it is used. Mr. L. J. Ingram is editor and proprietor of this paper. The advertisement is written in newspaper style and will be read and talked about locally as a novelty. It says very little about the goods that Mr. Ingram carries, the only mention of merchandise being two or three paragraphs in the local column, which read as follows:

"Mr. Jim Waters dropped in to see us this week, but only long enough to get one of those \$1.00 negligee Shirts.

"From the amount of spring beds, 130 spirals, received at Ingram's, he certainly doesn't want people to sleep on the floor.

"High Point is not only a dry town in the sense of whisky, but water as well. Scores of wells are failing, but bargains run on just the same at Ingram's.

"The 17th has come and gone and the town was 'chug' full of people, and a most enjoyable day it was, especially to those who went off with some of Ingram's bargains.

"Charles Long spent a day and a night with us this week. He looks well since he lost his whiskers. He promises to be with us again very soon, as he wants another of those shirts at Ingram's."

This kind of advertising is a novelty, and may for awhile attract attention in a small city, but I doubt very much if it will sell goods at any time. In my estimation it is only likely to attract attention to the merchant's name.

If Mr. Jim Waters and Mr. Charles Long are imaginary persons, the items

referring to them, of course, lose their force, while if they are real persons it strikes me that they might very much object to being talked about after this fashion in the advertisement. There also might be persons who would hesitate buying from Ingram for fear that in his next advertisement he would talk about them in a similar manner.

It is a fact which a great many of us do not recognize that good business and good advertising are based upon the same general principles all the world over. We Americans have got so in the habit of admiring our own wonderful resources and our own great business institutions, that we often begin to feel that business virtue lies with us alone.

I was recently reading an article about some of the great stores of Paris and London, in which their business methods were dwelt upon. I was particularly impressed by what was said about Mr. Boucicaut, the founder of the "Bon Marche." I am going to give a few extracts from the article, which show the underlying principles which helped him to make his store the great success that it has been.

"Experience and his own reflections had convinced him that, in order to assure the prosperity of a business house, it was not sufficient to attract customers, but above all to know how to keep them, and that the strongest bond between a house and its customers is the confidence with which it inspires them. This confidence can only be obtained and retained at the price of strict integrity.

"No overrating the value of goods; the exact price must be stated right away. No attempts to take advantage of the confidence of the buyer; and get rid of damaged or shop-worn goods; no, the clerks had orders to call the customers' attention to defects which might appear in an article.

"In order to convince the most skeptical that strict integrity presided over the direction of affairs, Mr. Bou-

I have talked to a great many trade paper publishers, and most of them have bewailed the fact that they can not get the general advertiser to see the value of their medium. When they attempt to go after the general advertiser they make the greatest mistake of their lives. The trade paper should represent its trade, and should charge such a high rate for outside advertising that it would be impossible for the outsider to get into it.

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" Mr. Jim Waters dropped in to see us this week, but only long enough to get one of those \$1.00 negligee Shirts.

" From the amount of spring beds, 130 spirals, received at Ingram's, he certainly doesn't want people to sleep on the floor.

" High Point is not only a dry town in the sense of whisky, but water as well. Scores of wells are failing, but bargains run on just the same at Ingram's.

" The 17th has come and gone and the town was 'chug' full of people, and a most enjoyable day it was, especially to those who went off with some of Ingram's bargains.

" Charles Long spent a day and a night with us this week. He looks well since he lost his whiskers. He promises to be with us again very soon, as he wants another of those shirts at Ingram's."

This kind of advertising is a novelty, and may for awhile attract attention in a small city, but I doubt very much if it will sell goods at any time. In my estimation it is only likely to attract attention to the merchant's name.

If Mr. Jim Waters and Mr. Charles Long are imaginary persons, the items

referring to them, of course, lose their force, while if they are real persons it strikes me that they might very much object to being talked about after this fashion in the advertisement. There also might be persons who would hesitate buying from Ingram for fear that in his next advertisement he would talk about them in a similar manner.

* * *

It is a fact which a great many of us do not recognize that good business and good advertising are based upon the same general principles all the world over. We Americans have got so in the habit of admiring our own wonderful resources and our own great business institutions, that we often begin to feel that business virtue lies with us alone.

I was recently reading an article about some of the great stores of Paris and London, in which their business methods were dwelt upon. I was particularly impressed by what was said about Mr. Boucicaut, the founder of the "Bon Marche." I am going to give a few extracts from the article, which show the underlying principles which helped him to make his store the great success that it has been.

" Experience and his own reflections had convinced him that, in order to assure the prosperity of a business house, it was not sufficient to attract customers, but above all to know how to keep them, and that the strongest bond between a house and its customers is the confidence with which it inspires them. This confidence can only be obtained and retained at the price of strict integrity.

" No overrating the value of goods; the exact price must be stated right away. No attempts to take advantage of the confidence of the buyer; and get rid of damaged or shop-worn goods; no, the clerks had orders to call the customers' attention to defects which might appear in an article.

" In order to convince the most skeptical that strict integrity presided over the direction of affairs, Mr. Bou-

caut was bold enough to be the first to introduce into his house the rule that any purchase which after being examined at home did not fully please the customer, could be exchanged or money refunded.

"And now, how to attract new customers? By the irresistible attraction of low prices. The number of people is limited who, without being indifferent to price, look before all for quality, and gladly pay more in order to be sure of being well served; but the number of those is legion who, while they wish to buy good goods, like to get a bargain.

"But how to make and maintain these low prices without losing money? This was the question. Should it be at the expense of the beauty, the freshness, the quality of the goods, or by expedients in measuring? No, Mr. Boucaut wanted to sell good goods in a straight way and cheap; he began by cutting down the profits at which goods usually were marked, and turned the difference over to the public.

"He figured like this: That if two merchants invested the same amount of money in the same kind of operations, and one of them succeeded in turning his stock in three months, while it took the other one a year to turn his stock, the first by repeating his operations four times, would get four times as much out of his investment; and if he reduced his profit three-fourths, his business at the end of the year would show as much profit as that of his competitor."

I am in receipt of another novelty in retail advertising which may be interesting to the readers of PRINTERS' INK. The gold mine of Columbus, Ohio, issues a circular which they call programme of concerts. It is gotten up in a very neat style and looks at first glance like a concert programme. The second page is devoted to a concert which is supposed to be held from 2 to 5 p. m., Saturday. The first number on the programme is a "Grand March—\$1.00 Shirt waists 25c." The second number on the programme is "Waltz—\$1.25 Children's dresses, 50c." This is carried out throughout the programme. It is hard to tell from this programme whether the music is really played in the store or whether it is simply an advertisement. If it is simply an advertisement I would not think much of it as a trade

producer. If the music is played, then I believe that it is a better advertisement, as the people will come to hear the music and read between the lines the merchandise spoken about. The way these items of merchandise are advertised, however, does not strike me very favorably, and I think will appeal to any customer as a very bad case of exaggeration. Dollar shirt waists for twenty-five cents does not sound right to a person who knows anything about merchandize. If it is a fact, it is worthy of having some explanation as to how and why it is a fact. It is hard to make the public believe a store is selling dollar shirt waists for twenty-five cents, unless there is some reason for it. Throughout the entire programme the statements appear to be exaggerated the same as in the shirt waists. I would therefore consider this bad, no matter if it was true. A store should be careful how it tells the truth, if that truth is likely to be considered untrue by its customers. Wherever you tell a truth that sounds improbable, it pays to explain how and why this seeming improbability came to be the truth.

The worst enemy that modern advertising has, is that solicitor or publisher who tries to make the public believe that advertising is a bonanza, no matter how or where it is done. Advertising is one of the serious problems of business which must be given as much care and as much thought as any other part of business. There have been advertisers who, apparently through pure luck, have made a success with little effort, and without very much care, but these are such rare occurrences that they will not do for models. The paper which represents advertising to be a gold field where a man can walk along and pick up money, may secure an occasional contract that it would not otherwise get, but very seldom ever renews these contracts, and they do an injury to the whole advertising world. Good advertising will bring results, but it is not right to either expect too much, or to attempt too much. It usually takes a number of years of constant advertising to put any article or any business so prominently before the public, that it becomes what one would call an advertising success. Where a business becomes an immediate success with little effort, the whole credit is not due to ad-

vertising, but to the surrounding circumstances which have made the advertising exceedingly profitable.

**

Messrs. Browning, King & Co. allow the managers of their various stores to each run the advertising of his own place of business. The Philadelphia store is getting out a little booklet, a copy of which is sent to me presumably for criticism. The booklet is of a small size, about two by three inches, and is thus handy to either slip in an envelope or carry in the pocket. The book is not attractive-looking either inside or out. The cover, which I presume is supposed to be very artistically designed, gives it a very cheap appearance to start with. The front is a black background with a white figure of a savage carrying a flag with the monogram of B., K. & Co., with a collar around his neck and cuffs around his ankles. The box from which the cuffs were secured is supposed to be lying in the background, but it is different from any other cuff box that I have ever seen. There are four rolls of cuffs remaining in the box, and a blank space from which I presume one roll has been taken. If these cuffs are put up in the usual six pair in a roll, the box must originally hold two and a half dozen. I have never seen a manufacturer who put cuffs up in this way. The back cover represents a little fat man blowing through a large horn, but strange to say, as he blows, the wind which he puts in the small end changes to a hand as it comes out the big end. The cover, I think, would kill the attractiveness of the inside if there was any attractiveness in it. The half-tone illustrations used inside are, in the majority of cases, very poor, and the whole book is set up to look like an advertisement. I don't believe that men, as a rule, read many advertisements, and that a booklet to reach them must have a bright, readable look about it before they will care very much for it.

**

Messrs. A. Exton & Co., of Trenton, N. J., are sending out a little circular to the retail trade which it strikes me is very likely to do the retail grocer some good. It suggests a thought that is not only pertinent to the grocery business, but to any other retail business. The name on the outside of the circular is, "One of the little things that make business."

I believe the little things have more

to do with making business than the average retail merchant imagines. The difference between a really good store and the ordinary store is only upon these little things. The majority of stores do business correctly on the big points, while there are few of them that give attention to the little points.

In this present day of fierce competition it does not pay to neglect the little things. The line between success and failure is such a narrow one that your attention to the little things often decides upon which side of the line your business is located. Do not look at any part of your business and say: "That is a little matter; I can afford to slight that." Remember that there is nothing unimportant about your store and no point connected with your business that you can afford to overlook.

**

I have come in contact with a number of business men recently who say that while they are fairly large advertisers, each spring and fall, they do not seem to get the returns from their advertising that they ought to. In studying their cases, I have come to the conclusion that one and all of them are troubled with the same complaint. Their advertising is irregular, and consequently the effect is less than the advertising of the man who really spends no more money, but advertises with more persistency. There are certain times in the year that these spasmodic advertisers drop almost entirely out of the public mind by ceasing to advertise at all, and while they are doing this the other fellow who is plugging away day after day is making the acquaintance of the public and weening the public away from the irregular advertiser. It is foolish for this spasmodic advertiser to think that by advertising in the middle of each season with probably a large advertisement that he can get the trade away from the man who has been advertising day after day all the year around. If I had a store of my own in almost any line of business, I would divide my appropriations so that I could do some advertising in the dull season as well as in the busy season, and I believe my store would be benefited thereby. All this is practically a repetition of what I have said time and time again, but it appears to me to be the lesson which very few merchants have learned, and that is why I repeat it so often.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of *PRINTERS' INK* are invited to send model advertisements, ideas for window cards, circulars, and any other suggestions for bettering this department.

I do not write all of these ready-made ads. There are times when none are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be. The matter suggested here for newspaper ads can often just as well be used on handbills or circulars.—W. D.

The Morrison Advertising Agency, of Hull, England, send two neat little ads which they have got up for their clients, one a bicycle man, presumably, and the other a brewer of ale and stout. Each of these ads starts off well, with a good head-line and introduction, but weakens when it gets right into the meat of the matter, where the ad ought to get strong and convincing. If the bicycle ad is intended to sell the Runnette wheel it ought to tell right here some mighty good thing about the wheel besides its being "chippy." The ale and stout ad ought also to give some more particulars which an ale drinker would appreciate.

Advertisers in these lines can modify the first part of these ads and use them to advantage, but the last half should be looked upon rather in the light of an example to avoid.

On general principles, it isn't a good thing to give examples of how not to do a thing, but when a thing is done part right and part wrong there may be a useful object lesson in showing it as it stands.

When the World was Young

Its occupants were fine judges of a good combination of malt and hops, and they passed their opinions freely as a consequence. Could any of them come to life again now it would be a treat indeed for them to sample the famous

Anglo-Bavarian Ales & Stout
for their decision would be wholly complimentary to the brewing, which has attained such perfection that the most hypercritical drinker can not but be satisfied. If you are an authority on good v. moderate, we invite your candid opinion on a trial order from the sole District Agent—

J. J. RIPPON,
62 PROSPECT ST., HULL.
NAT. TEL. 597.

AFTER . . . THE HOT SEASON IS OVER . . .

Many cyclists put their machines away and philosophically resign themselves to a long rest throughout the winter months. But why should this be so? It is freely admitted by all who have tried it that

WINTER RIDING

is really productive of equally as much pleasure as what is known as the season proper—May to September. We don't mean by this you should ride all weathers, and thus become what is commonly known as a "mud-plugger," but you should give your chippy little "RUNNETTE" the opportunity of carrying you some delightful rides on sharp, healthy, bracing days, keeping up your appetite, and making you feel that after all winter riding

BRINGS PLEASURABLE ACTIVITY

J. G. BINNINGTON & CO.,
Regent's Terrace, Anlaby Road, HULL.

For a Picture Store.

Art Wins the Heart.

There is no more appropriate gift than a beautiful picture. Nothing brings a more lasting pleasure into the home. I have a large stock of fine engravings, beautiful etchings, photographs, oil and water color paintings, etc.

For a Laundry.

Do You Know

that laundering requires some things which many laundries are not as conscientious about as they should be? We use only the best soap, no chemicals. We use only wheat starch. Corn starch used by most laundries is cheaper and it cracks the linen. Our soap and starch cost more than those in general use, but less of them does better work, so we're really "ahead" by doing the right thing. We use perfected modern machinery and we DON'T WEAR OUT THE CLOTHES. We can't undo the damage already done by bad washing, but if you'll give us new clothes you'll be agreeably surprised at their durability under our treatment.

For an Undertaker.

There May Come a Day

of sudden trouble and sorrow when, in the distraction of the hour, it will be a relief to know just where my establishment is and what I do, and how promptly, carefully and thoroughly I attend to it. I take entire charge of preparations for funerals, and provide extra chairs for private funerals, carriages and other necessary accessories. Call me by messenger or telephone at any hour of the day or night. I will give an estimate of what my services will cost.

For a Tailor.

Your Money is Your Own

But no use wasting it. You're going to buy a Suit or Overcoat, perhaps buy both. We have told you our story many times, but it will bear repeating. Cloths of the best, cut by artistic cutters, sewed by skilled tailors and finished as only good tailors can finish garments. Now as to price. A good custom tailor has to get prices far above ours. The cheap, ready-made man can sell you his goods for less than we can. Look over our stock; if it does not appeal to you don't buy.

Millinery.

Hat Beauty

Is largely a case of hat-fitness. A pretty hat for one woman is an ugly hat for another. We study the effect of a hat on your face—on your general appearance and make our suggestions accordingly. Many times hats of our own design made specially for our customers, are more becoming, and therefore more stylish looking, than our finest pattern hats. What we sell must be right.

For a Fur Store.

Furs Are Never Out of Fashion.

Styles may come, and styles may go, as the poet remarks, but furs are good forever—practically speaking. Now is the time to get them; our store is the place and here are the prices:

Fur capes in Coney, Astrachan, Wool Seal. Prices from \$5 to \$20.

Fur Collarets, Astrachan, Imitation Krimmer, Electric Seal, Martin. Prices from \$2.50 to \$15.00.

Stoles and Boas, \$2 to \$10 each.

Fur Dress Trimmings, 25 cents to \$1.25 per yard.

~~✓~~ Above furs are very popular this season.

Dentistry.

If You Have Troubles

with your teeth, this is the place to have them remedied. Painless and perfect dentistry, at low prices is our motto.

For a Druggist.

Doctors Agree on One Thing.

The value of purity and full strength in drug and medicines. The sound and true old saying is: "In medicine, quality is everything." We are very careful about the freshness and perfect condition of all the drugs we use in compounding prescriptions, and equally careful that these are filled accurately by a skilled and competent pharmacist only. We do nothing of the "cheap" and dangerous sort in this department; but in the business end of our store, among the proprietary and general toilet and fancy articles, we can give you something in the way of bargains. For example:

*[Prices.]**China.—By P. H. Vose.*

On Any Table

A **chocolate pot** is a useful article—it makes a nice gift to any housekeeper.

One of our best designs is fine Carlsbad China, a good size, pretty shape, decorated with sprays of violets and stippled gold

\$1.25

Another good one has festoon decorations of fine flower design

1.40

Now is a good time to get one.

P. H. VOSE & CO.

The New Lamp Idea

of **globes instead of shades**, is very popular. It's not troublesome or expensive, to make a new lamp from your old one. Your fixtures are all right for the **new globe** and you can select from our new styles in

**OPAL DECORATED,
CRYSTAL ETCHED,**

the right thing in size and shape for your lamp and in decoration for your room at **85c.** and upwards.

P. H. VOSE & CO.*Clothing.*

Why Do You

Pay twenty or thirty dollars for a custom-made suit when we can fit you to a nicely in a ready-to-wear suit of the same goods for **\$15?**

Why Do You

Imagine you have a bargain in a poor, half-cotton suit that will look dingy and out of date within a month when you can buy at our store a thoroughly well-made, well-fitting, all-wool suit of stylish pattern that will keep its shape and color for only **\$15?** Alterations made if needed to fit you.

HONORABLE THIEVERY.

A large merchant in one of the larger towns of the large State of Texas concluded that his business was big enough to use a skilled advertising man. After some correspondence with New York parties, he engaged a bright young man at a salary of \$1,200 a year. This sum, the merchant thought, ought to secure a regular Gillam, with a forehead eight inches high. In due season the new ad-man arrived with four trunks and one silk hat of sufficient height to accommodate an ample dome of thought. He immediately set to work on a full-page ad for Sunday. In his skilled hands it grew into a thing of beauty, strong in display, and bristling with smart epigrams. When the paper came out the new man's full-page was unanimously voted the best ad ever printed in the State of Texas. The public responded to the powerful appeal and all day Monday the store was crowded. Prosperity had arrived with the New York genius and his four trunks. That evening there was a champagne supper, and the master ad-builder of the Far East was the honored guest. Two days later the merchant stalked into the ad-room with livid countenance and trembling with indignation. "Say, young man," he roared, brandishing a newspaper in his hand. "You're a fraud! You didn't write that Sunday ad. Here it is, almost word for word, printed by Siegel-Cooper two weeks ago." The young man didn't look a bit frightened. "My dear sir," said he, "what do you suppose I've got in my four trunks?" "Lord knows, I don't. Nerve medicine, I guess." "They contain a \$1,200 collection of good ads," said the genius. "If I could write such stuff as that, you couldn't hire me for \$5,000 a year." He still holds his \$1,200 job.—*Profitable Publicity.*

"THE PLEASURE OF YOUR COMPANY."

The Jews are proverbially smart business men, and keenly appreciate the value of a good advertisement.

A novel one is published in a Jewish contemporary of recent date, where an enterprising manufacturer of "Matzas" (Passover cakes) offers to prospective customers the unique bonus of an evening's entertainment for nothing, with refreshments thrown in. His advertisement runs:

"With a view to prominently bringing my 'Matza department' before the community, I take this medium of inviting intending patrons to a series of complimentary 'Cinderellas' (including light refreshments), the first to take place early in October. All you have to do is to cut out this coupon and fill in your name and address, when two invitations will be forwarded."

The coupon contains only the words: "I intend buying my Matzas from you."

As the "intending patrons" will not be purchasing their unleavened bread till the next Passover festival, next April, it cannot be said that the manufacturer is without considerable confidence in his customers. But then, of course, he recognizes that the Jews are sensible people, who want Cinderella dances in the long winter nights, when they can get plenty for their money, and not in the short summer evenings of the London season later on.—*Pearson's Weekly.*

IN A CIRCLE.

Bad advertising naturally grows worse. The smaller the benefit the less we care about it. The less we care for it the more we neglect it; the more we neglect it the worse it gets, and there you are!—*Dry Goods Chronicle, New York.*

October, 1893,	-	-	\$1,076,538
October, 1894,	-	-	1,490,051
October, 1895,	-	-	2,105,212
October, 1896,	-	-	2,864,252
October, 1897,	-	-	3,347,024

This record of bank clearances is Spokane's proof of prosperous growth.

The Spokesman-Review

Daily and Twice-a-Week,

covers the 40,000 people of Spokane, Washington, and the surrounding country for 300 miles in all directions.

MR. TODD'S NEWSPAPER FUND.

ATKINSON, N. H., Nov. 20.

"I regard newspapers as the great educators of the present day. Their influence is constantly growing, and I think the time will soon come when no public library will be complete without its newspaper reading-room." This is what William C. Todd of this town, who has just given \$50,000 in a lump to the Boston Public Library, the interest of which is to be applied to the purchase of newspapers for that institution, said to-day when asked his reason for establishing such a fund.

Mr. Todd is nearly 80 years of age, hale, hearty and active. He is a man of medium height, erect and compact, his kindly face set off with silvery hair and a short-cropped mustache. He is a bachelor. He was born and raised in this quiet New Hampshire village of less than 1,000 population, and, with the exception of a few years, when he lived at Newburyport, Mass., has always had his home here.

"I have always noticed," continued Mr. Todd, in speaking of his gift to the Boston Library, "that it is impossible to find papers from different cities and towns, unless it be a very few of great prominence, when outside the territory in which they circulate, and strangers are always anxious to get hold of news from home. I used to go to New York and call at the Cooper Institute. There is a newspaper room there, and I wanted to get a look at papers from this way. I found a crowd was always present, sometimes standing three or four deep, waiting to get a look at one particular paper. It set me to thinking. In 1870 I started a reading-room at Newburyport, with newspapers a prominent feature. It was a great success, and I arranged for its continuance.

"Then I thought of Boston's need of something of the kind in a newspaper way. Boston is a big city. It has visitors from all over the world. The old Public Library building had no room for a department for newspapers, but when the new building was opened there was, and I started in to give \$2,000 a year to carry out my idea. After four years' trial it was found so acceptable that two weeks ago I gave \$50,000 to the city, with the provision that interest at 4 per cent be guaranteed. I did not put it into a bank, as banks may fail, but the city of Boston never will, and the \$2,000 a year will be continued safely after I am forgotten.

"The amount mentioned as available gives the reading-room 300 papers. They are there from every part of the world. All the leading dailies of this country, in every language, and many weeklies are kept on file, and the same applies to foreign publications. There is many a good citizen in Boston, who came from a far-away place, who can go to the library and see his home paper when he would not otherwise. Not many men feel as though they could afford to take more than the local papers, but if they live in Boston or visit there they can find almost any one they wish."—*N. Y. Sun.*

FIRST IN KANSAS.

The new straight line tandem press built for the *Capital* by the Goss Printing Press Co., of Chicago, at a cost of nearly \$15,000, and which is now in commission in the *Capital* press-room, is the first double perfecting press to enter the State of Kansas, and is without question the finest piece of printing machinery ever used by a Kansas newspaper.—*Topeka (Kans.) Capital*, Oct. 31st.

IN WINDOWS IN CHICAGO.

The following cards have lately appeared in the State street windows:

No tired feeling in _____'s shoes.

Our furniture bargains have made an enviable reputation.

House furnishings that make buying almost compulsory.

Prices talk when the quality is right.

You never saw this fine quality of hose at 19 cents.

You live with your pictures. Get pretty ones.

Our prices are always lower than the advertised special sale prices. Your money back if you are not satisfied.

Ribbons by the carload at carload prices.

Crockery. You can realize their worth only by inspection. Come in and see them.

Lace curtains. The soft rich meshes, the lacy effects at ante-tariff prices.

New and novel designs in lace curtains, cheaper than you ever bought them.

Colored laundered shirts at bargain prices to stir up the trade.

We are pre-eminent in our line, and will make the greatest display of up-to-date, ready-to-wear clothing ever seen in Chicago.

A grand collection of rare values, a feast of highest qualities and lowest prices.

The most honest dollar's worth of clothing in all America.

Men's \$3 shoes. Wear well, fit well, look well.

Best woman's shoe made in the country for \$3.

Little tots' togs at tiny prices.

Did you say books? Well, here you are. The best carpets ever sold at \$1. They'll be higher later on.

We are after the women who pay too much for their gloves. Take a look at ours.

Low prices always reign in our umbrella department.

Bed spreads that adorn the beds at a moderate outlay.

BRAIN IMPRESSIONS.

How long does an advertisement last? It survives on paper or the billboard until destruction overtakes it, but if it exists only on these it has done no particular good. Its real usefulness is measured by the impression it makes on the human brain, and as soon as this is obliterated the life of the advertisement may fairly be said to be over. The whole art of advertising is to make this brain impression as quickly and as deep as possible. Every advertiser is hunting for the kind of business announcement which once seen can never be forgotten. Very few have even approximated this result. The best known advertisements, whether pictures or phrases, were reiterated for months, and sometimes for years, before they became fixed ideas. It took thousands of dollars to incorporate "Good morning, have you used _____," etc., and "You press the button" into current speech, but, once there, they repaid the outlay.—*American Resort*.

SAMPLES.

The giving of free samples to all who send is a good advertisement. There is no doubt about that. Many people who will not spend the few pence to try a new article, will, after trying it free, be willing to buy it for months, or even years. There is a perpetual and ever-new charm to some people about anything they get gratuitously, though, of course, the fact has to be recognized that large numbers of the samplers are little likely to buy.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line.
Must be handed in one week in advance.

KANSAS.

THE Emporia WEEKLY GAZETTE is credited by the American Newspaper Directory with the largest circulation of any paper in Lyon Co.

NEW JERSEY.

The strongest proof of the value of a newspaper is its popularity in the place where it is published. Everybody reads the News; its circulation is 4 times that of all the other papers in Passaic combined. The PASSAIC DAILY NEWS, Passaic, N. J.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, OHIO, SUNDAY NEWS—32 pages. Largest paper in Youngstown and Mahoning Valley. Advertisers and others—sample free. Rates 2c. inch each insertion. C. M. SHAFFER CO., Youngstown, Ohio.

OREGON.

SALEM—"If the advertiser wishes to reach with powerful influence the people of Salem, Oregon, and vicinity, he must seek the STATESMAN."—Printers' Ink.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

WASHINGTON.

THE "P.L."

SEATTLE POST-INTELLIGENCER.
Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS is credited with a greater circ'n than any other W. Va. English daily.

CANADA.

\$28 FOR 1 inch, L. A. W., for 3 mos. in 32 best papers in Quebec Prov., excluding Montreal. E. DESBARATS AD AG'CY, Montreal.

Displayed Advertisements.

Must be handed in one week in advance.

THE EVENING CALL

LAFAYETTE, INDIANA,
is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

A DESIRABLE ADVERTISING NOVELTY.

The "Monitor," a combination desk clock, daily memo., cald., pin tray and pencil rack. 5 in. square, weighs packed for mailing, 15 oz. Any desired advertisement can be printed on clock dial and label, or in large lots on each leaf of the calendar pad. Write for circular and

particulars. Single clock, \$1.25.
David Clock Mfg. Co., 140 Clinton St., Chicago, Ill.



THE LEONARD
CAT. NO. 281892

Increase circulation and
lineards by using our Patent
COIN CARDS. 1,000 (say
printing on) 40c. Larger
quantity less price. STATION-
ERS' MFG. CO., Detroit, Mich.

Good Ads

Like good eggs may be spoiled in the SETTING. If you want your ads, circulars, booklets, etc., set or printed in a style to command attention and respect, just mail copy to WM. JOHNSTON, Mgr. Printers' Ink Press, 20 Spruce Street, New York.

CHAS. H. FULLER'S Advertisers' Directory

NOW READY To Leading Newspapers and Magazines for 1897.

Price, paper, 50 cts., leather, \$1.00. Concise in the information given, it is so admirably compiled as to be invaluable to the general advertiser and is in such shape as to fit any odd corner of the desk.

A copy of 1897 "Advertisers' Directory" will be mailed free of cost to any general advertiser.

ADDRESS NEAREST OFFICE.

CHAS. H. FULLER'S ADVERTISING AGENCY,

Chicago, Buffalo, New York,
Boyce Building. Ellicott Square. Temple Court

JOLIET

is a mighty good town. Population in 1890 was 11,657; grew to 27,407 in 1890, and official school census of 1897 shows 35,400. Few cities anywhere equal this record.

WHY?

Great railroad facilities. Four Trunk Lines and the Outer Belt Line give 110,000 miles of the 130,000 in the United States, direct entrance to Joliet. Steel Mills, Barbed Wire Mills, Tin Plate Mills and kindred industries employ over 7,000 men, with pay rolls of over \$4,223,000 annually. The Chicago Drainage Canal will spend over \$500,000 in Joliet and vicinity during the next year.

Advertisers should know these facts.

THE JOLIET DAILY NEWS

is "the biggest little Daily in the United States."

Sworn circulation for twelve months ending October 1, 1897, was: and the News is read regularly in nearly 80 per cent of Joliet's homes where a newspaper goes.

5,494

The Argus

Albany, N. Y.'s, leading morning newspaper,

will issue

on December 19th,

a superb Christmas Number

handsomely illustrated
in colored lithographs
and half-tones.

It will be an unusually desirable advertising medium.

Copy must be sent early.

JAMES C. FARRELL,
Manager,
Albany, N. Y.

THE AMERICAN NEWSPAPER
 DIRECTORY gives

THE DAILY NORTHWESTERN

OSHKOSH, WIS.,

ESTABLISHED 1868,

a detailed rating as follows:

1897, - - -	3,482
1896, - - -	3,354
1895, - - -	3,259

This is guaranteed by the Directory publishers. 3,482 is, for a city of 26,000, a good circulation, and, besides, it is honest. Newspapers generally feel proud if they reach a circulation amounting to ten per cent of the population of the city in which they are published and very few do it. THE NORTHWESTERN's circulation is more than thirteen per cent of the population.

Eastern advertisers will find files of this paper and can make contracts at our New York office, No. 38 Park Row, in charge of H. D. LA COSTE, at exactly the same rates as at the home office.

Circulars Booklets Advertisements

There is no other printer anywhere who has better facilities for turning out artistic circulars, booklets and advertisements. I have had charge of the typographical end of PRINTERS' INK since the first number. Most people say it does me credit. I think it does. If you think the experience I have gained in that position can be of service to you, it is for sale. If you write me and tell me what you want in the way of a circular or booklet, I will gladly furnish you with an estimate. If you are a user of newspaper space, no matter how small, it will pay you to have me put your advertisement in type and furnish you with electrotype, all ready to print from. All the type and borders in use in PRINTERS' INK are at the disposal of my customers, besides hundreds of cuts for illustrations. No matter what you want in the way of printing, I would like to hear from you.

Some people seem to think that because I have been sick for a year, I am dead but I want all my old customers and readers of PRINTERS' INK to know that I am back, doing business at the old stand again, with a new lease of life.

WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,
10 Spruce St., New York.

SEATTLE OUTFITTED 8,000 MEN

for the Klondike this year. It is estimated that from 40,000 to 50,000 will outfit at

SEATTLE

next spring.

SEATTLE

is the gateway to Alaska and the Yukon.

All steamers sail from this port.

SEATTLE

controls the trade.

Get your advertisement in

The Seattle Post-Intelligencer

quick.

The returns will be enormous from now on.

A. FRANK RICHARDSON,
Special Eastern Representative,
Tribune Building, New York.

GEORGE U. PIPER, Manager.

S. P. WESTON,
In Charge of Advertising.

Texas is the greatest State in the Union. There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium.

The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that fact:

WACO, TEXAS, February 3, 1897.
TO WHOM IT MAY CONCERN:
This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was 21,500.

J. B. CRANDILL, Proprietor.
(Seal) T. M. HAMILTON, Pressman.
ST. CLAIR LAWRENCE, Mailing Clerk.
Subscribed and sworn to before me by J. B. Crandill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE,
Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.
Write to the **TEXAS BAPTIST STANDARD**, Waco, Texas, for sample copy and rate card.

New England's Family Paper.

THE Portland Transcript

The following facts will interest advertisers who are seeking the best mediums and who appeal to New England buyers.

FIVE FACTS.

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1897, was **23,443 $\frac{10}{52}$**
2. One-half of this circulation is in Maine; nine-tenths of it is in New England.
3. Probably no paper in the country has so many readers per paper. Many TRANSCRIPTS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.
4. Each issue of the TRANSCRIPT has 12 pages. The average of advertising does not exceed 10 columns. This means good position for "run of paper" ads.
5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.
Portland, Maine.

FRIENDS' PUBLICATIONS.

These are the only mediums to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence in anything advertised in the periodicals of the Church.

1. **The Teachers' Quarterly** is published for the Sabbath School Superintendents and Teachers.
2. **The Advanced Quarterly** is intended for the main body of the Sabbath School.
3. **The Intermediate Quarterly** is for a younger class of pupils.
4. **The Primary Quarterly** is for the infant class. These Quartermas have a combined circulation of over 31,000, and are kept in the homes for three months; the advertisements can not fail to attract attention.
5. **Our Youth's Friend** is a literary paper for young people. The average circulation for the past year has been 11,119.
6. **Our Little Folks' Magazine** is intended for the little ones. Mothers are delighted with it, and any advertisement in it must claim their attention. Circulation, 4,000.
7. **The Christian Arbitrator.** This is the Friends' publication on Peace and Arbitration. The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising. Entire circulation of the papers is over 50,000.

FOR RATES APPLY TO THE
Publishing Association of Friends,
CHICAGO, ILL.

Progressiveness Triumphant...

A circulation with a price
based on results.

The Household Journal

Philadelphia.

Circulation 140,000 copies, proven. Price, 40c. per agate line, flat and firm. Results, 100 per cent on the investment. This for progressive advertisers. Forms close 20th preceding month.

HOUSEHOLD JOURNAL
PUBLISHING CO.,

S. E. Corner Ninth and Filbert Streets,
Household Journal Building,
PHILADELPHIA, PA.

How Does YOU? This Strike

We **Claim** there is no better field for the general advertiser than among the readers of religious papers.

We **Claim** that people who waste time and money do not subscribe for religious papers. Their readers work, earn money, have homes, spend money for their families, and are the people whom advertisers want to reach.

We **Claim** to put advertisers in the way of reaching them cheaply, easily and well.

We **Claim** that no general advertiser can be well served in our field unless these papers are on his list.

We **Claim** for the papers high character and position in their denominations and guarantee their circulation.

We **Claim** to give every advertiser full knowledge of what he buys in our papers.

We **Claim** to charge a fixed price, don't deviate from it; it is low for papers of such high grade.

We **Claim** that Agents who turn business from our papers to other less valuable papers, because they pay higher commissions, are not just to advertisers.

If You **Recognize** these as correct business principles, we shall be pleased to have you put our papers on your lists, and include them in orders whenever your interests will permit.

These are the papers—Leading Religious Weekly **HOME JOURNALS**—which every week visit

Over 220,000 Homes.

The Sunday School Times

THE LUTHERAN OBSERVER,
THE CHRISTIAN STANDARD,
THE PRESBYTERIAN JOURNAL,
THE REF. CHURCH MESSENGER,
THE CHRISTIAN INSTRUCTOR,
THE EPISCOPAL RECORDER,
THE CHRISTIAN RECORDER.

We attend to the details of advertising for all these papers. Write to us.

THE RELIGIOUS
PRESS ASSOCIATION,

104 South Twelfth St.,
PHILADELPHIA, PA.

TO REACH SOUTHERN HOMES

**THE WOMAN'S HEALTH AND HOME JOURNAL, W. R. Crabtree, Manager,
CHATTANOOGA, TENN.**

The Woman's Health and Home Journal, published at Chattanooga, Tenn., with a guaranteed circulation of more than 16,000 copies each issue, goes into the best homes in the South. Its circulation is generally in the richest farming section from Virginia to Texas. The women read it—the wives and daughters who influence the buying. Advertisers who wish to reach Southern home trade should use it. Advertising rates on application. Address

HOT IRON

Should be struck before it is cold. 700,000 homes visited monthly by the five papers of **LANE'S LIST** hold more ready money than for years. Strike them now with your advertisement. \$3.00 an agate line. Information, rates, etc., on application.

LANE'S LIST, Inc., Augusta, Maine.

Dec. 1, '97.

General Advertisers,
United States of America.

Dear Sirs:

When making up your list to reach an intelligent constituency, include,

Yours very truly,

Current Literature,

Rates low enough for
a Sure Investment.

Bryant Building,

New York.

ONE RESULT

of consolidation
will be that the
merchants of the Greater New York
will find

THE BROOKLYN DAILY EAGLE

BEST MEDIUM

to reach the great shopping public
of the

IMPERIAL BOROUGH OF BROOKLYN

OHIO

Is a first-class State.

In politics and business it keeps pretty close to the head of the procession. It's a good place to make money. The Buckeye people are prosperous and are free buyers. Advertisers never overlook this prosperous field. To cover the State, outside the big cities, use the **SELECT LIST OF OHIO DAILIES**. These are the best papers in the best towns in the State. They cover the field. Get rates of individual papers.

Akron,
Beacon-Journal.

Ashtabula,
Beacon.

Bellefontaine,
Index.

Bucyrus,
Telegraph.

Cambridge,
Jeffersonian.

Defiance,
Republican-Express.

East Liverpool,
Crisis.

Findlay,
Republican.

Gallipolis,
Journal.

Hamilton,
News.

Ironton,
Irontonian.

Kenton,
News.

Lancaster,
Eagle.

Lima,
Times-Democrat.

Mansfield,
News.

Marietta,
Register.

Marion,
Star.

Massillon,
Independent.

Mt. Vernon,
News.

Newark,
Tribune.

Norwalk,
Reflector.

Piqua,
Call.

Portsmouth,
Times.

Salem,
News.

Sandusky,
Register.

Sidney,
Democratic-News.

Springfield,
Republican-Times.

Warren,
Chronicle.

Wooster,
Republican.

Xenia,
Gazette and
Torchlight.

Youngstown,
Vindicator.

Zanesville,
Courier.

FOUR O'CLOCK

The unique magazine success of the year, now has a monthly guaranteed, non-returnable circulation of

62,500 copies.

The first edition for December, now in press, will be **75,000** copies.

Not half bad for a youngster of not quite a year, is it?

Some of **FOUR O'CLOCK'S** advertisers:

Pears' Soap	Western Camera Co.
Armour & Co.	Quaker Oats
Lyon & Healy	Sen-Sen
Electropoise	Wright's Underwear
R. H. Ingersoll & Bro.	Stevens Cloaks
Gilbert & Williamson	Chicago Fur Co.
Hoffman House Bou- quet Cigar	American Typewriter
Imperial Hair Regene- rator	Hammondsport Wine Co.
Oppenheimer Cure	Le Roy Cigarette
Pennoyer Sanitarium	Wilson's Ear Drum
Jackson Sanitarium	Franklin Mills Co.
Alma Sanitarium	Pettijohn's Food
	Hayner's Distillery

A. L. SWIFT & CO.

Publishers,

180 Monroe Street,
Chicago, Ill.

1123 Broadway,
New York, N. Y.

GOOD,
HONEST,
FAMILY
PAPER

GLEAN NEWSY
BRIGHT
ENTERTAINING



THE ELMIRA TELEGRAM

has the Largest Circulation
of any Sunday paper in New
York State outside of the
Borough of Manhattan.



A. FRANK RICHARDSON

TEMPLE COURT, - - - NEW YORK
CHAMBER OF COMMERCE, - CHICAGO
RED LION COURT, FLEET ST., LONDON

KNOWN
A DROP OF INK
MAKES
MILLIONS THINK
CIRCULATION

PROFUSELY
ILLUSTRATED
AND
UP TO DATE IN
ALL RESPECTS

THE
KIND
THAT
ADVERTISERS
ENJOY
ALL THE
TIME

King Washington:

**A romance of the
Hudson Highlands.**

By

**ADELAIDE SKEEL
and
WILLIAM H. BREARLEY.**

Illustrated. 12mo. Cloth, \$1.25.

Washington is at the present time the foremost figure in literary interest, as Napoleon was a year or two ago. Two startling incidents in his career enter into the plot of this story, which is, at the same time, a charming love-tale.

Of all the recent novels founded on facts connected with Colonial and Revolutionary times, this stands forth as the most complete in plot and literary treatment, the most fascinating in incident and character.

For Sale by all Booksellers, or sent, postpaid, upon receipt of price by the Publishers.

J. B. LIPPINCOTT COMPANY,
715 and 717 Market Street,
PHILADELPHIA, PENNA.

The Favorite Newspaper in Michigan

is now, and has been so for 64 years,

The Detroit Free Press

Its constituency is the home circle. It is strong there because it has always been honest, clean, progressive and earnest. It is popular with all and therefore a profitable advertising medium.

The circulation of its respective editions is:

Daily,	-	-	36,323
Sunday,	-	-	47,331
Twice-a-Week,			100,495

Rates and sample copies on application to the home office or to

R. A. CRAIG,
41 Times Building, New York City.

Come to think about it,

Have you placed an order for advertising during the coming year in **THE CHICAGO WEEKLY DISPATCH**?

Our special offer of five cents an agate line, on orders running for a period not longer than one year, will expire with the end of this year. After January 1st next the regular rate of ten cents an agate line will be rigidly enforced on all new business.

THE CHICAGO WEEKLY DISPATCH has a circulation larger than any other political weekly newspaper published in Illinois. Orders may be sent direct or through any responsible agency in the United States.

THE CHICAGO DISPATCH,
115 & 117 Fifth Ave.,
CHICAGO, ILL.

C. E. SHEKIN,
American Tract Society Building,
NEW YORK CITY,
Eastern Representative.

In Peoria, Illinois,

There is one paper that gives more general and local news, more special news, more attention to the interests of women readers, more returns to advertisers than any other. It is

...The... **Transcript.**

Because it gives the most news it has the largest circulation of the high-quality kind.

The Evening Times is nearly four years old. It is an eight-page afternoon paper that sells for a cent. The afternoon field can not be covered without using it.

THE TRANSCRIPT CO.
Peoria, Ill.

THE LEADERS

among Rhode Island newspapers on both
CIRCULATION AND ADVERTISING
 are unquestionably the

Evening and Sunday Telegram

Figures do not lie and here are the figures that prove the TELEGRAM'S position.

SALES, OCTOBER, 1897.

<i>TOTAL NET SALES, Evening Telegram.....</i>	<i>881,640</i>
<i>DAILY AVERAGE</i>	<i>33,140</i>
<i>TOTAL NET SALES, Sunday Telegram.....</i>	<i>174,080</i>
<i>AVERAGE PER SUNDAY.....</i>	<i>34,816</i>

The best evidence that the merchant appreciates the TELEGRAM'S superiority as an advertising medium, is presented in the following:

SIX MONTHS' RECORD.

May, June, July, August, September, October, 1897.

Inches of paid Advertising in Evening and Sunday Telegram.....	143,288
Total inches, all kinds of Advertising, in Daily and Sunday Journal.....	130,188
Excess in inches of Advertising in Evening and Sunday Telegram over Daily and Sunday Journal.....	13,100
Total inches, all kinds Advertising, in Evening Bulletin and Sunday Journal combined.....	140,708
Excess in inches of Advertising in Evening and Sunday Telegram over Bulletin and Sunday Journal combined	2,580
Inches paid Advertising Sun- day Telegram.....	35,209
Total inches, all kinds of Adver- tising in Sunday Journal.....	12,564
Excess in inches of Advertis- ing in Sunday Telegram over Sunday Journal.....	22,645

For Advertising Rates address
PROVIDENCE TELEGRAM PUBLISHING CO.,
 Providence, R. I.



My Critical Hour!

At the Chamber of Commerce banquet held in New York on the evening of November 23, Secretary of the Treasury Gage made a speech, and I extract the following:

It is said that to every man there comes at least once in his lifetime the opening door of opportunity. It is his critical hour. If he be unready, if he hesitate when he ought to enter, if, in short, his ability and the opportunity be not conjoined, Fortune holds him thereafter unworthy of her favors and bestows them on another.

This fits my case exactly, as the opening door of opportunity came to me nearly four years ago, when I conceived the idea of selling Inks at a uniform price and demand the cash with every order. My competitors treated my entrance into the business as a huge joke, and circulated all sorts of rumors about my responsibility, as well as berating the quality of my inks. I withstood the battle bravely, as I knew that sooner or later the honest printers of the country would awaken to the fact that they helped to pay for the dead beats who never paid. One by one the old-time ink houses lowered their prices to meet mine, and offered unlimited credit as an inducement to regain lost trade. I was crowned the man who revolutionized the ink trade, and how well I have succeeded is shown by my having received over forty thousand (40,000) orders since I started, and not an ounce of ink ever left my establishment until I had received the money. If my goods are not found as represented I buy them back and pay all freight charges. Send for my new catalogue.

ADDRESS

PRINTERS' INK JONSON,

8 Spruce Street,

NEW YORK.

Why Street Car Advertising is good!



You only have to share attention with about twenty others. Every position is a preferred one.

It's always working for you, day and night. You can put 75 to 80 words on a card, and it can easily be read. But you want to place it with the right parties. We are the largest at present. Write us.



GEO. KISSAM & CO.

253 Broadway, N. Y.

This is not a paid advertisement, but represents the opinion of the editor of PRINTERS' INK.

NEW JERSEY.



Jersey City, N. J., **Journal**

Newark, **News**

Sunday Call

Paterson, **News**

Trenton, **True American**

The man who would advertise to reach the people of New Jersey will get more for his money if he will spend it all with these papers than he will by dividing it up, giving these a portion and another portion to other papers. The advertiser can never reach everybody. He should content himself by addressing the most people he can of the best sort for the money he has at command. There are other good papers in New Jersey besides those here named, but those mentioned above are the best.